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PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

GEO. P. ROWELL & Co., Publishers, 10 SPRUCE ST., NEW YORK.

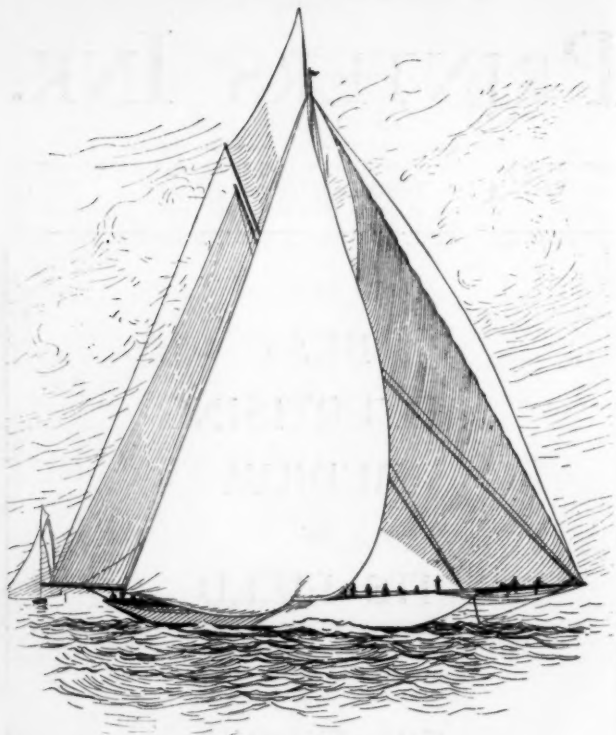
VOL. XIII. NEW YORK, SEPTEMBER 25, 1895.

NO. 13.

THE
BEST
ADVERTISING
MEDIUM
IN
ITS FIELD

THE EVENING
WISCONSIN
MILWAUKEE

CHAS. H. EDDY, Eastern Rep., 10 Spruce St., New York.



Superiority —

Won. It always pays to have the best
—in yachting as in advertising.

The Atlantic Coast Lists lead all other like lists.

Superior as to character of the papers.

Largest in individual circulations.

In every way the best. 1450 local papers. Catalogue
for the asking.

ATLANTIC COAST LISTS,

134 Leonard Street, New York.

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST-OFFICE, JUNE 29, 1893.

Vol. XIII.

NEW YORK, SEPTEMBER 25, 1895.

No. 13.

A BOOK BUYER'S COMMENTS ON PUBLISHERS' ANNOUNCEMENTS.

It is a common criticism of publishers' advertisements that they lack the interest and originality displayed by advertisements of other sorts, whereas one would naturally expect to find in the announcements of books and magazines (entertaining things of themselves), the very acme of interesting advertising.

I am not prepared to indorse the opinion of a writer in *PRINTERS' INK* who said that "book advertising is a hundred years behind soap," though I agree with him when he says "it ought to be a hundred years ahead." There are however some grounds for criticising the announcements of the publishers.

What we need in book announcements are fewer "glittering generalities" and more particulars. Press notices, as a rule, don't amount to a row of pins. We know them all by heart anyway.

If the volume advertised is biography we know perfectly well that the press notice will tell us

*** the book is one of rare interest. Mr. Scribler's style is clear and concise and his work bears evidence of abundant pains and research.

Here is another extract—clipped from an advertisement of a love story. Not a word concerning the plot is given, but we are told (and the advertiser paid \$1.75 a line to tell it) that

*** It is a book from whose reading one rises touched with new impulses toward brave and thoughtful living, as well as with the consciousness of having been thoroughly and continuously entertained.

If the book didn't fall flat after that send off it was certainly no fault of the advertisement.

The trouble with nearly all publishers' announcements is that they are made up too largely of stuff like the foregoing. There is too much of the

intense literary flavor about them, and not enough of real human interest.

I have sometimes thought that if book publishers would model their ads more on the order of newspaper headlines they would succeed in making them vastly more entertaining. Newspapers have a knack of labeling the news they print in an interesting way. No newspaper, for instance, would head an article on Bubastis—"Bubastis: An Historical Study," which is the way a well-known magazine once endeavored to lend interest to one of its leading articles. Now, "Bubastis: An Historical Study," sounds insufferably dull, and would induce no one to buy the magazine, except, perhaps, an occasional Egyptologist. The newspaper, on the other hand, would have head-lined such an article: "The Buried City of Egypt," or something of that sort, and would have caught the general public with a romantic title, without losing a single Egyptologist.

A striking example of the superiority of newspaper head-lines over the book publishers' own announcement was given recently in connection with the publication of the *Memoirs of Barras*. The American publishers of this work printed a double-column ad headed: "An International Event. *Memoirs of Barras*. Volumes I. and II. Published To-day."

Here followed the usual particulars regarding size of volumes, number of pages, illustrations, etc. The announcement continued as follows:

The "*Memoirs of Barras*" appear simultaneously in the United States, France, England and Germany. Beyond all question they will be eagerly read by lovers of Napoleonic and Revolutionary lore. *** Barras was plainly a person of consequence in the turbulent Paris of the Revolution and the Directorate. He touched shoulders with all the leaders. He was the patron—almost the discoverer—of the obscure Lieutenant Bonaparte, as he was the implacable foe of the Emperor Napoleon. He lived to be the counselor of kings. Pages of the "*Memoirs*" record his dislikes and his retaliations. ***

Nothing could be more minute than Barras' chronicle of the condition of Paris during the years of the Convention, the Terror, and the amazing martial vigor of the young republic. But before he enters on the Revolution he draws a rapid sketch of the frivolous, glittering, doomed Court at Versailles. These two volumes end while Republican Paris is struggling to maintain her position among nations, and while all the older governments of Europe are making common cause against her.

By the time one has waded through this he is likely to conclude that he has had enough of Napoleon lately anyway, and is perfectly willing to leave the Memoirs to the "historians and publicists" who have been "clamoring for their publication."

The New York *Herald's* review of the book, however, makes the work seem decidedly more entertaining. Here are the *Herald's* head-lines:

BARRAS' MEMOIRS.

The First Two Volumes of an Extraordinary Book Appear To-day.

A VOICE FROM THE GRAVE.

Napoleon Bonaparte's Memory Vilified by His Bitterest Foe.

JOSEPHINE ALSO ATTACKED.

She Is Accused of Scandalous Improperities by Her Former Friend.

Here now is something interesting—"A voice from the grave"—that always touches a responsive chord. Napoleon, the popular idol, "vilified." Good! "Josephine accused of scandalous improprieties." Whew! Surely these memoirs must be worth reading. How tame seems the publishers' announcement compared to these snappy head-lines.

"But," the publishers will reply, "all this is sensational, and we cannot stoop to sensationalism."

To this objection there is no answer. "The divinity that doth hedge a king" is not to be compared with the dignity that hedges publishers—bar Chicago. If, however, the publishers feel that they cannot be as sensational in their advertisements as Barras is in his memoirs then, in the opinion of the writer, it would be wiser to forego paid advertisements of the book altogether and trust to the newspaper reviews to sell it; for it is a certainty that for every person who buys this work to learn about "the

condition of Paris during the years of the convention," a hundred will purchase it for the "discreditable reports" which Barras "confided to his confidential blank-books."

I write this not as an advocate of sensationalism, of which we have a surfeit in these end of the century days; but as one who wishes to see the publishing fraternity take the position that rightfully belongs to it—at the head of the great army of advertisers. B.

WITH BRITISH ADVERTISERS.

By Henry Cowen.

Smart business men, who have become rich through judicious advertising, are undoubtedly a good sort to have in the House of Commons in England, and in the corresponding houses of administration in other countries. That they are wealthy is adequate reason why they ought to be good legislators, because this is ample proof that their policy has been brought to a successful issue. And if this is so in commerce, why not in Parliament? During the general election, which we recently passed through, various signs were apparent that the candidates were in the habit of taking some part in the preparing of their advertisements. A rather smart thing was perpetrated by a radical candidate, a follower of Sir William Harcourt, who was defeated by Alderman Bemrose, the head of the great printing and stationery house of Bemrose & Sons, Limited, Derby. On the day of his poll, while traversing his constituency for a final attempt to get it, he saw that the voters were wavering in consequence of the crushing defeat of his chief, but very shortly after the wards were soon prominently posted with large bills bearing the advice: "Never mind Harcourt, but put in Blake!"

* * *

The Royal Baking Powder Company have modernized their announcements over here, probably in consequence of reading the recent criticism of their wording, which recently appeared in these columns. Their ads have now also the addition of the words "Title registered" after Royal Baking Powder. This is rather interesting at present, as another so-called "Royal" Baking Powder has appeared on the market, manufactured by a British firm. As a matter of fact,

neither of the products is royal, and a law exists whereby such an adjective may not be used in connection with anything outside of the Court; and moreover, parties using same can be prohibited in a summary manner from making use of it. It will thus be seen that the Royal Baking Powder Company have no title in their registered name, and consequently cannot take any proceedings to oust the new firm from competition. They will no doubt think it rather hard that they have applied for registration of their trade-mark, and had this allowed. But, again, the rule of the British Patent Office is to register any application, provided that no objection, on the printed forms issued for the purpose, is alleged. The crown authorities do not meddle in these matters, so that the Royal Company have paid their money and obtained their certificate of registration.

* * *

The great brewery belonging to Messrs. Allsopp & Sons, and which some time ago went into a stock company, has had a tremendous impetus in its volume of trade. At the start it was not a success under its new auspices, and the shareholders' meetings were anything but pleasant, but now things are altered, as the shares are rapidly rising, and a period of prosperity has set in. And the cause? Nothing more simple. "The chairman of Allsopp's house has been interviewed, and states that his company have spent a large additional sum in advertising, and they have absolute knowledge that it has been attended with the happiest results." To be sure, and it shows that if an old established concern feels the brunt of bad times, etc., it can easily be resuscitated.

* * *

The railway companies constituting the rival routes from London to Aberdeen, by the east and west coast routes respectively, have been indulging in a race for supremacy in covering the 500 odd miles in the shortest space of time, and the newspapers have given a good deal of space in reporting the performances. The result is somewhat paradoxical, as the winning side has also been the loser. The east coast companies have been steady advertisers in the daily papers, announcing their arrivals and departures in a concise businesslike way, and as a result their trains have been comprised of a larger number of vehicles and a correspond-

ing larger complement of passengers than their rival, and as a result of this they did not get the speed of the West Coast. However, they seem to be satisfied, as during the racing period they carried a great many more passengers, and their trains still continue to be well patronized. It is believed, however, that the various railway companies over here do not use sufficient space in the daily press, as it is there that people look in cases of emergency, when they are compelled to travel at short notice.

* * *

Advertisements offering something for nothing are usually looked at with suspicion, but here is one which seems to be straightforward:

PAPER FOR NOTHING.

A quantity of Waste Paper, suitable for fire lighting, can be obtained for the carrying away.

Paper for Next to Nothing.

5 Quires Good Notepaper, Sixpence.
100 Good Envelopes, - Do.

This appeared for two weeks in a provincial weekly, and the third week the following addition appeared: "We have an opening for a smart lad to make himself generally useful."

The ad must have sold goods.

* * *

The following lines have just appeared in one of the London evening journals, and as they seem to me to apply to the same matters in the United States, I think they are worth printing. I have, however, altered the allusion to the localities as best I could, as also the reference to the stores:

SAPPHICS.

Now once again the old familiar frenzy
Stirs in the breasts of agitated females,
Now are the sales on, and the air is thick with
Rumors of remnants.
Down from the suburbs of Yonkers and of
Harlem,
Up from the wilds of Staten and Coney Islands,
Come they by steamboat, elevated, and road-car,
Thirsting for bargains.
Packed are the halls of Hilton, Hughes & Company,
Fierce is the fray where flies the flag of Macy,
Scarce shall a Sandow penetrate the throng at
Bloomingdale Brothers.
This is the hour of "Genuine Reductions,"
Now may you buy for one-twenty-seven-and-a-half
Goods that we know are usually sold at
Two-thirty-nine.

ADVERTISING A SAVINGS BANK.

MR. CONSTANT A. ANDREWS OUTLINES
A WINDOW DISPLAY AND CIRCULAR
DISTRIBUTING CAMPAIGN.

There is a savings bank on 3d ave., at the corner of 62d st., that hangs the following on a neatly framed placard in its window:

A savings bank is not created for the purpose of making money. It has no stock and no capital. All the earnings belong to, and are held for, the benefit of the depositors. The trustees give their services gratuitously and are not allowed to borrow directly or indirectly any of the money deposited.

This struck me as strikingly good common sense and I was irresistibly lured inside, where I found Mr. Constant A. Andrews, the president, at his desk.

"That placard stops people every day," said he. "I am preparing a series of them, analyzing and explaining the savings bank, and shall alternate them in the windows, keeping one in each front window constantly.

"There is a general impression that banks occupy about the same position to advertising that lawyers and physicians do."

"That they depend upon their goodwill and good name," said I.

"A savings bank in a thickly populated tenement district in New York," said Mr. Andrews, "would starve on its goodwill before it accumulated its good name. In other words, a savings bank in a city where people do not know their next-door neighbors cannot afford to sit down and wait for depositors. We are the only savings institution on the East Side, between 23d street and Harlem, in a territory of the lower classes of half a million people. I started in to circularize this district when the bank opened. We are pretty well known in the neighborhood now, through our distributions in all the stores and flats east of 3d avenue. We had a man deliver our circulars, not only in all the stores along the avenues, but personally in every flat. West of the avenue, which is a better neighborhood, as everybody knows, we sent them out in addressed envelopes. We also got up a pay envelope of strong manila paper, with a cut on it in the form of a shield, covering most of the upper side, bearing our ad. This has been supplied to every factory between 42d and 92d streets, on the East Side, where there are some very large concerns, particularly cigar

manufacturers, large breweries and pork packers. After we got this envelope introduced we sent out a notice stating more could be had by calling at the bank. The largest concerns on the East Side use them regularly now. We have distributed between 75,000 and 100,000 of them. We don't know how many of these get into the workman's home. Probably a good many of them never get further than the saloon or the street, but it is not an expensive thing, and very direct.

"One of our best mediums has been that calendar" (pointing to a plain but very sensible and easily read calendar on the wall, printed in blue and white only). "We have been careful to get one every year into every store in our district. I can't trace results directly from such advertising as this, still I feel certain we have received deposits and opened accounts through the instrumentality of that calendar.

"The window placard is my main idea now in the endeavor to catch the immediate attention of the general public. It was framed to call the attention of passers-by to some plain facts about the savings bank, which are usually overlooked. It will require probably a dozen to work out my idea in this connection and I shall change them regularly. We have thought some of newspaper advertising, but it is costly, because to be effective to us would require display to make an impression. We made a careful canvass of the neighborhood with some idea of supplementing our regular methods with some newspaper space and decided finally not to do so. My only idea about any advertising that a savings bank can do is that it must be educational. To the majority of uneducated people a bank is a place of dignity and more or less mystery. Now we don't believe in hypnotizing our neighbors by our importance. We want to get acquainted with them. The majority of them think we are a selfish lot sitting here, making money and drawing big salaries. It is a hard doctrine to teach people savings banks are beneficent institutions, but every man we so educate naturally becomes a depositor. I think any and every savings bank everywhere is bound to seek the people, at least as much as we are doing, to teach them what savings banks really are and thus to bring the masses as close to them as possible."

A. G. PHILLIPS.



*Is there any
Greater Difference
Between the
New Woman
And the
Old Woman*

Than there is between the New Advertising and the Old? We hold, that to tell the truth about your goods and to select your medium with care is nine-tenths of the battle.

If your goods are right and you select

THE SUN,

the results cannot but be satisfactory.

Address

The Sun, New York.

Hot Weather Figures

The Chicago Dispatch

Presents to the advertising public a detailed statement of its circulation for the months of June, July and August:

JUNE—		JULY—		AUGUST—	
1.....	58,140	1.....	59,152	1.....	60,455
2.....	58,156	2.....	59,538	2.....	60,070
3.....	58,396	3.....	59,520	3.....	60,310
4.....	58,536	4.....	59,520	4.....	60,380
5.....	58,712	5.....	60,116	5.....	60,630
6.....	59,703	6.....	59,280	6.....	63,330
7.....	59,367	7.....	59,491	7.....	60,748
8.....	58,986	8.....	59,548	8.....	60,640
9.....	59,186	9.....	63,117	9.....	61,333
10.....	59,734	10.....	60,796	10.....	60,314
11.....	59,367	11.....	59,124	11.....	60,475
12.....	58,893	12.....	59,260	12.....	60,460
13.....	58,762	13.....	61,270	13.....	60,758
14.....	59,175	14.....	59,577	14.....	59,889
15.....	58,748	15.....	59,654	15.....	61,395
16.....	59,235	16.....	59,940	16.....	60,090
17.....	59,894	17.....	59,370	17.....	59,606
18.....	59,121	18.....	60,640	18.....	59,581
19.....	60,335	19.....	59,670	19.....	59,436
20.....	59,295	20.....	59,880	20.....	59,931
21.....	59,282	21.....	60,070	21.....	59,664
22.....	59,002	22.....	60,339	22.....	58,920
23.....	57,679	23.....	59,443	23.....	59,616
24.....	59,098	24.....	60,100	24.....	59,040
25.....	61,562	25.....	60,285	25.....	59,565
		26.....	60,388	26.....	59,315
		27.....	60,643	27.....	59,432
		28.....		28.....	
		29.....		29.....	
		30.....		30.....	
		31.....		31.....	
1,479,292		1,559,099		1,624,516	
Daily average for June	59,171	Day average for July	59,965	Daily average for August	60,167

Daily average for three months - - 59,780

Daily average for August - - - - 60,167

We point with pride to this showing, a showing unparalleled in the history of journalism, and one that could only be accomplished by great energy, experience and proper management.

Advertisers have found THE DISPATCH a first-class medium through which to reach the great purchasing public, and have been liberal in bestowing their valued business favors. That this paper has given full returns for these favors is evidenced by the fact that the advertising patronage of THE DISPATCH was never greater than it is today, seasonable variations being taken into consideration.

This paper holds first place in news enterprise and second place in circulation and advertising support in the afternoon field in Chicago, and is rapidly pushing ahead for first place in all particulars.

R. A. CRAIG,

Eastern Representative,
41 Times Building, New York City.

JOSEPH R. DUNLOP,

115 and 117 Fifth Avenue,
Chicago, Ill.

Talking About Business

You of course are aware of the fact that (owing to the wonderful, almost unprecedented crops, and the general looking up of all lines of trade in the Northwest) this territory must be covered thoroughly by all intelligent and enterprising newspaper advertisers.



You can do all this by using the

St. Paul... ...Globe


and cover the entire field for the least money.

Don't fail to place us on your list and write for estimates.



New York Office,
517-518 Temple Court.

*C. E. ELLIS,
Manager.*

A decorative border of small, repeating floral motifs surrounds the central text.

The Advertising

IN THE CARS OF

San Francisco,

San Jose,

Stockton,

Oakland,

Los Angeles

IS CONTROLLED BY L. D. OWENS,

108 DRUM STREET,

SAN FRANCISCO.

It's modern, up-to-date and reliable, and
is represented in the East exclusively by

Carleton & Kissam

50 Bromfield Street,

BOSTON.

253 Broadway, Cor. Murray Street,

NEW YORK.



New Orleans

now boasts of a first-class trolley
system and its cars are the finest
in America.

The advertising in the principal
lines is controlled by

Carleton & Kissam

305 HENNER BUILDING,
NEW ORLEANS.

BOSTON, NEW YORK, CHICAGO, DENVER, Etc.



Something New in Agricultural Journalism.

TO REACH FARMERS, LOCALLY, BY USING AN AGRICULTURAL PAPER, THE

Farm and Fireside

will in addition to its regular editions hereafter issue special editions for the States of Illinois and New York.

An editor has been engaged for each of these States, whose entire time and attention will be given to the gathering of news of fairs, prize winners, conditions of crops, market reports, and other matters of local interest in his section.

The edition of each State will be separate and distinct.

That of New York will have matter of interest to New York farmers only.

That of Illinois, matter of interest to Illinois farmers only.

The object aimed at is to make papers which will have a local circulation among the farmers; papers which will contain more news of interest to the farmers of these States than those now published.

Advertisers in FARM AND FIRESIDE will have the following advantages:

Four editions semi-monthly.

One having a local circulation among the farmers of Illinois.

One having a local circulation among the farmers of New York.

Eastern edition circulating generally in States east of Indiana excepting New York.

Western edition circulating generally in States west of Ohio excepting Illinois.

After adding the subscribers of THE SOUTH BEND, INDIANA, CLOVER LEAF, which we have bought and consolidated with the FARM AND FIRESIDE, we will guarantee that no issue of FARM AND FIRESIDE will be less than 310,000 copies.

Advertisements commencing in the issues of September 15th will be inserted at present rates.

New rates go into effect October 1st.

MAST, CROWELL & KIRKPATRICK, Publishers,
Eastern Office, 108 Times Building, : : New York City.
JOSEPH W. KENNEDY, Manager.

Over 120,000

Guaranteed Circulation
in the

Detroit Illustrated

.. Sun ..

... And ...

Sunday Sun,

Means Over 400,000 Readers.

Why?

Because it is so up-to-date, bright, full of sparkling wit and sketches, never missing sensations of the day, and so interesting that it is read by every member of a family who are in receipt of a copy—per week.

CONSEQUENTLY

A very valuable medium for a live advertiser.

TRY US

And key your advertisement, therefore proving for yourself.

C. E. ELLIS, Special Representative,

517 and 518 Temple Court, - New York City.



Which Does She Buy?

Royal Baking Powder is advertised in the newspapers about \$600,000 worth every year. The price is 40 cents a pound.

Blanque's Baking Powder isn't advertised at all. The price is 20 cents a pound.

Which does she buy?

If you would like to make your product as popular as Royal Baking Powder—write to us about it.

The Geo. P. Rowell Advertising Co., 10 Spruce St., New York.

THE PRIZE ADVERTISEMENT.

EIGHTH WEEK.

In the eighth week of the competition for the PRINTERS' INK Vase, forty-eight advertisements were received in time for consideration and report in this issue of PRINTERS' INK. Of all these the one here reproduced is thought to be the best:

PLAN WELL YOUR WORK, WORK WELL YOUR PLAN.

No plan of conducting a successful business is complete unless it includes a wise and liberal use of printer's ink in the form of advertising.

Few business men have the natural ability, or necessary time to write advertisements that will both attract attention and sell goods.

Just here comes in the help of

Printers' Ink,

A weekly journal of practical plans for advertisers in every line of business. 64 to 80 pages every week, filled with the experience, advice, profitable methods and valuable hints of many successful advertisers. Professional ad writers contribute to every number.

The ready-made ads (adapted to every business) are alone worth the subscription price. Employer and employee will alike find profit and pleasure in studying its pages.

Better send for a sample copy—free. Subscription is now \$2.00 a year, after Dec. 31st, 1895, will be \$5.00. Though it can be had from now for as many years as you choose to pay at the \$2.00 rate.

Address

*Printers' Ink, 10 Spruce St.,
New York, N. Y.*

This advertisement was written by Dr. A. M. Wilson, of Kansas City, Mo., and appeared in the *Investor*, of Kansas City, Mo., of September 12. In accordance with the original offer, a coupon entitling the holder to a paid-in-advance subscription to PRINTERS' INK from date of presentation to January 1, 1901, the beginning of the twentieth century, has been sent to Mr. Wilson, and a second coupon of the same class was also sent to the advertising manager of the *Investor*.

Mr. Wilson's advertisement will be placed on file and have further consideration December next, as promised in the terms of the competition set forth in the 76-page pamphlet prepared for the purpose of fully conveying the particulars and conditions of the competi-

tion for the PRINTERS' INK Vase. The pamphlet will be sent to any address on application.

The forty-seven unsuccessful competitors passed upon this week each received a coupon good for one year's subscription to PRINTERS' INK, and have to be content with this very moderate compensation for the effort put forth. Each one, however, may find satisfaction in knowing that, although he failed to take first place this week, nearly fifteen more opportunities are still open to him, if he chooses to repeat his effort.

So much interest is already awakened in this contest as to make it quite apparent that the twelve who finally come out ahead in the competition will have no reason to regret that ability to write a good advertisement had been acquired and put in practice.

Mr. Chas. J. Zingg, of Farmington, Me., the writer of the prize advertisement for the first week, and most of whose subsequent efforts have been of a high order of merit, informs PRINTERS' INK that he has in preparation two ads for the vase contest, for which he has ordered the cuts. The ads will take about five inches single column, and he says he thinks they are exceptionally good ones, and is therefore anxious to find a publisher who would like a chance for a five-years' subscription or a page in PRINTERS' INK as the reward of inserting them.

PRINTERS' INK would like to suggest that the heading "Mr. Business Man" has become somewhat hackneyed by constant use in the prize ads, and that it would be well to give it an extended vacation. The editor of PRINTERS' INK would like to see a little more originality and variety in the ads sent in. It may be well enough to study other people's work to get a basis for one's own; but the living breath of every good ad is breathed into it by the writer himself. It gives the ad a flavor and individuality of its own.

A CONSERVATIVE ESTIMATE.

PRINTERS' INK is a remarkable publication in many respects. It is unique in its field of journalism; its importance, popularity, and influence are demonstrated by its extensive circulation; it brings newspapers and advertisers into the closest kind of contact, and proves of great value to both; it is edited and managed with marked intelligence and ability; it is recognized as an authority. One characteristic of PRINTERS' INK is that it tells the truth in keen, clear English.—*City Item, Philadelphia, Sept. 1, 1895.*

WITHOUT EXCEPTION

general advertisers value above all else the advantage of

CIRCULATION IN THE FAMILY CIRCLE.

This advantage is offered to an **UNUSUAL EXTENT** by the

Cincinnati Commercial ...Gazette

The local merchants of Cincinnati thoroughly know and willingly acknowledge the fact that the **COMMERCIAL GAZETTE** is

THE FAVORITE FAMILY NEWSPAPER

of its section and therefore the best family advertising medium, and have by experience found their confidence fully

JUSTIFIED BY RESULTS

Every one knows of the Leading Family Grocers of Cincinnati, "**The Joseph R. Peebles' Sons Co.**"—they write under date of September 9, 1895, as follows:

"After giving your paper a thorough test, we have decided that the **COMMERCIAL GAZETTE** is the best family paper in Cincinnati for advertising purposes."

Messrs. Knopf & Co., the Great Retail Clothiers of Cincinnati, say in writing to the **COMMERCIAL GAZETTE**:

"We have thoroughly tested your paper and find that we have at all times received a good result from our advertisements."

"We attribute the success of our ads in your paper to the fact that we find that it is read by the best families in Cincinnati and vicinity."

**FOR ARTICLES OF FAMILY CONSUMPTION THIS PAPER
WILL WELL REPAY THE ADVERTISER.**

Rates, sample copies or other information on request.

J. E. VAN DOREN SPECIAL AGENCY,

PUBLISHERS' DIRECT REPRESENTATIVES,

Tribune Bldg., New York.

1320 Masonic Temple, Chicago.

COMMERCE AND FINANCE.

INCLUDING LEADING PAPERS DEVOTED TO RAILROADS, MARITIME INTERESTS, EXPORTS, TRANSPORTATION, REAL ESTATE, IMMIGRATION, INSURANCE, HOTELS, BUILDING LOAN ASSOCIATIONS, MERCANTILE PURSUITS, ETC.

COMMERCE AND FINANCE.

The daily newspapers, especially in the larger cities, give so much space to information of this class that the regular class journals number only 149, of which 18 are issued daily, 1 tri-weekly, 2 semi-weekly, 80 weekly, 6 semi-monthly, 38 monthly, 2 bi-monthly and 2 quarterly. As a rule they are local in circulation, and print comparatively small editions. Their combined circulation is estimated at something less than 300,000, and only 4 are believed to print as many as 10,000 copies. The following is a complete list of all reported in the American Newspaper Directory for 1895, as having a circulation each issue of more than 2,000 copies. All circulation ratings in this and the following lists to which an asterisk is prefixed are guaranteed by the Directory to be absolutely correct. Those not so marked are not so guaranteed. Their publishers making no definite report, they appear in the Directory with an *estimated* rating expressed by letters indicating that they are believed to have the minimum circulation for which the letters stand. In these lists the minimum figures are substituted for the Directory letter:

Dailies.

New York, N. Y.	Journal of Commerce,	7,500
Indianapolis, Ind.	Live Stock J'nal,	*2,940
New York, N. Y.	Wall Street News,	2,250

Semi-Weekly.

New York, N. Y.	Journal of Commerce,	2,250
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Weeklies.

Boston, Mass.	Banker and Tradesman,	*14,510
St. Louis, Mo.	N. A. Review and Export Jour'l,	12,500
New York, N. Y.	Dun's Review,	*10,096
New York, N. Y.	American Banker,	*9,300
Boston, Mass.	Wool and Cotton Reporter,	7,500
New York, N. Y.	Financier,	7,500
	Financial Review,	*4,190
Boston, Mass.	Com. Bulletin,	4,000
Grand Rapids, Mich.	Tradesman,	4,000
New York, N. Y.	Bradstreet's,	4,000
San Francisco, Cal.	Live Stock and Butchers' Gazette,	*2,650
	Herald of Trade,	*2,500
	Journal of Commerce,	2,250

Denver, Col.	Commercial Tribune,	2,250
Chicago, Ill.	Economist,	2,250
Indianapolis, Ind.	Trade Journal,	2,250
New Orleans, La.	Trade Index,	2,250
Baltimore, Md.	Manufacturers' Record,	2,250
Boston, Mass.	Journal of Commerce,	2,250
Detroit, Mich.	Herald of Commerce,	2,250
Buffalo, N. Y.	Farmers' Journal,	2,250
New York, N. Y.	Journal of Commerce,	2,250
	Com'l and Financial Chronicle,	2,250
	Produce Exchange Rep'ter,	2,250
	Shipping and Com'l List,	2,250
Philadelphia, Pa.	Commercial List,	2,250
	Journal of Commerce,	2,250
Memphis, Tenn.	So. Commerce,	2,250
Omaha, Neb.	Trade Journal,	2,250
	Com'l Exhibit,	*2,000

Semi-Monthlies.

Newark, N. J.	Trade Review,	2,250
Philadelphia, Pa.	Railroad Record,	2,250
Milwaukee, Wis.	Die Deut. Am. Gewerbe,	2,250

Monthlies.

Chicago, Ill.	Financial Review,	12,500
St. Louis, Mo.	Spanish - Am. Trade Journal,	7,500
Fort Wayne, Ind.	Business Guide,	*6,000
New York, N. Y.	Am. Investments,	*5,000
Denver, Col.	Gold Nugget,	*5,000
New York, N. Y.	El Comercio,	*5,000
Philadelphia, Pa.	Traffic,	*5,000
New York, N. Y.	Dickerman's U. S. Treas. Counterfeit Detector,	*4,500
Chicago, Ill.	R. M. Bankers' Monthly,	4,000
Boston, Mass.	Home Market Bulletin,	4,000
New York, N. Y.	Capitalist,	4,000
	Lieber's Manual,	4,000
	Rhode's Jour. of Banking,	*4,000
	El Comprador,	*3,600
Kansas City, Mo.	Lawyer and Credit Man,	*3,000
Chicago, Ill.	American Elevator,	2,250
	Mixed Stocks,	2,250
New York, N. Y.	Insurance and Commercial Magazine,	2,250

Bi-Monthly.

New York, N. Y.	Underwood's U. S. Counterfeit Detector,	*4,600
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Quarterlies.

New York, N. Y.	Am. Bank Rep'r,	4,000
San Francisco, Cal.	Com. Collector,	2,250

RAILROADS.

There are 5 weekly, 1 semi-monthly and 12 monthly publications devoted exclusively to railroads and their work. Combined they print about 65,000 copies each issue. All believed to print above 2,000 are as follows:

Weeklies.

Chicago, Ill.	Railway Age,	4,000
New York, N. Y.	Engineering News and Am. R. R. Journal,	4,000

New York, N. Y....Railroad Gazette, 4,000
Chicago, Ill.....Railway Review, 2,250

Semi-Monthly.

Philadelphia, Pa....Railroad Record, 2,250

Monthlies.

New York, N. Y....Locomotive Engineering, \$24,125
San Francisco, Cal. Railroad Gazette, 4,000
New York, N. Y....Nat. Car & Locomotive Builder, \$2,500
Atlanta, Ga.....Southern Engineering, 2,250
Chicago, Ill.....General Manager, Nat. S. S. & Railway Gazette, 2,250
Railway Engineering, 2,250
New York, N. Y....Am. Engineer & R. R. J'nal, 2,250
Off R. R. Equipment Guide, 2,250
Railroad Car Journal, 2,250

STREET RAILWAYS.

For this branch of the trade there are 5 publications, of which two only, both monthly, are believed to print over 2,000 copies, viz.:

Chicago, Ill.....Street Railway Review, 2,250
New York, N. Y....Street Railway Journal, 2,250

MARITIME.

As special representatives of marine interests there are 17 publications, 1 semi-weekly, 12 weekly, 1 bi-weekly and 3 monthly, with a combined circulation of about 20,000. The only ones rated with a circulation of as much as 2,000 copies are:

Weeklies.

New York, N. Y....Maritime Reg'r, 2,250
Seaboard, 2,250

Monthlies.

Portland, Ore.....Lewis & Dryden's Railway and Marine Gazette, 4,000
Chicago, Ill.....Nat. Steamship and Railway Gazette, 2,250

EXPORTS.

The 5 publications devoted to exports are all monthly, and as each one is believed to print more than 2,000 copies the entire list is given below:

St. Louis, Mo.....Spanish American Trade J'nal, 7,500
New York, N. Y....El Comercio, \$5,000
A. J. Mail and Export Journal, 4,000
El Comprador Hispano-Am., \$3,600
American Exporter, 2,250

TRANSPORTATION.

There are 31 publications devoted to transportation, traveling and express interests, 3 weekly, 1 semi-monthly, 23 monthly and 4 quarterly. They

have a combined circulation of about 83,000. The following list contains all credited with as much as 2,000 circulation:

Weekly.

New York, N. Y....Mackey's A. B. C. Guide, 2,250

Monthlies.

Boston, Mass.....A. B. C. Pathfinder R. R. Guide, 7,500
New York, N. Y....Travelers' Official Guide, 7,500
San Francisco, Cal. Travelers' M'ly, \$4,183
Chicago, Ill.....Rand-McNally's Off'l R. R. Guide, 4,000
New York, N. Y....Railway News, 4,000
Traveler's Ready Reference Guide, 4,000
X. Y. Z. Off'l R. R. & Steamboat Guide, 4,000
Cincinnati, Ohio...Express Gazette, 4,000
Norwalk, Ohio.....Railroad's Guide, 4,000
Portland, Ore.....Lewis & Dryden's R. R. & Marine Guide, 4,000
Denver, Col.....Official R. R. & Marine Guide, 2,250
Atlanta, Ga.....So. Traveler's Off'l R. R. Guide, 2,250

Quarterlies.

St. Paul, Minn....Traveler's Magazine, 12,500
Boston, Mass.....A. B. C. Pathfinder & Dial Express List, 4,000
A. B. C. Pathfinder & Dial Postal Guide, 4,000
A. B. C. Pathfinder & Dial Shippers' Guide, 4,000

REAL ESTATE AND IMMIGRATION.

These two interests are combined, since a majority of the class papers are interested in both, although the weeklies in the large cities are as a rule given up to real estate only. The whole number of class papers is 24—2 daily, 13 weekly and 9 monthly, with a combined circulation of about 53,000 copies. All believed to print above 2,000 are as follows:

Weeklies.

Birmingham, Ala...Great South, 4,000
St. Louis, Mo.....R. E. Bulletin, \$3,000
Chicago Ill.....Economist, 2,250
R. E. and Building Journal, 2,250

Monthlies.

New York, N. Y....Der Auswanderer, 20,000
Norfolk, Va.....Cornucopia, \$2,500
St. Paul, Minn....Am. Land & Title Register, \$2,250

In British North America, the *Western World*, of Winnipeg, Manitoba, has a guaranteed circulation of 4,038.

ARCHITECTURE AND BUILDING.

There are 42 publications in this class—14 weekly, 2 semi-monthly, 23

monthly, 1 semi-quarterly and 3 quarterly. Their combined circulation is about 100,000. Those credited with more than 2,000 circulation are as follows:

Weeklies.

New York, N. Y....Financial Review and Building Record,	*4,190
Boston, Mass.....Am. Architect,	4,000
Pittsburg, Pa.....Builders' Gazette,	4,000
Chicago, Ill.....Am. Contractor,	2,250
R. E. and Building Journal,	2,250
New York, N. Y....Architecture and Building,	2,250

Semi-Monthlies.

Boston, Mass.....Producer and Builder,	2,250
Pittsburg, Pa.....Journal of Building,	*2,250

Monthlies.

New York, N. Y....Carpentry and Building, Scientific American,	*12,500
Louisville, Ky....So. Manufacturer and Builder,	12,500
New York, N. Y....Architect and Builder, Architectural and Building M'hly, Manufacturer and Builder,	4,000
Atlanta, Ga.....So. Architect,	4,000
Chicago, Ill.....Inland Architect, National Builder,	2,250
New York, N. Y....Architectural Era,	2,250
Cleveland, Ohio....Am. Builder,	2,250

Quarterly.

New York, N. Y....Shoppel's Modern Houses,	7,500
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INSURANCE.

In the interests of either life or fire insurance there are 46 publications—I daily, 9 weekly, 3 bi-weekly, 8 semi-monthly and 25 monthly, having a combined circulation of about 55,000. The following list contains all credited with 2,000 circulation:

Weeklies.

Chicago, Ill.....Investigator,	2,250
New York, N. Y....Spectator, Underwriter,	2,250

Semi-Monthly.

Detroit, Mich.....Indicator,	4,000
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Monthlies.

New York, N. Y....Insurance Economist,	*5,000
Pittsburg, Pa.....Insurance World,	4,500
New York, N. Y....Ins. and Commercial Magazine,	2,250
Insurance Critic,	2,250
Insurance Monitor,	2,250
Insurance Times,	2,250
Philadelphia, Pa....Underwriter,	2,250

In British North America the St. Thomas (Ont.) *Ensign*, monthly, has a circulation of 8,000, and *Our Monthly*, of Toronto, 5,000, both guaranteed.

HOTELS.

There are 17 newspapers in this class—10 daily, 5 weekly and 2 monthly. Their combined circulation is about 17,000. The following list contains all believed to circulate over 2,000 copies:

Daily.

Omaha, Neb.....Hotel Reporter,	*2,500
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Weeklies.

Chicago, Ill.....Hotel World,	2,250
New York, N. Y....Hotel Mail,	2,250
Hotel Register,	2,250

Monthly.

Boston, Mass.....Hotel,	*2,500
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BUILDING LOAN ASSOCIATIONS.

These associations are found in every State. Their number is about 6,000, with assets amounting to \$450,000,000. It is stated that by their aid 400,000 homes have been built. There are six of these class journals. All credited with a circulation of over 2,000 are as follows:

Weekly.

St. Louis, Mo.....Real Estate Bulletin and Building Ass'n News,	*3,000
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Semi-Monthly.

Cincinnati, Ohio....Co-Operative News,	4,000
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Monthlies.

Cincinnati, Ohio....Financial Review and Building Ass'n News,	12,500
New York, N. Y....Nat'l Bld'g and Loan Herald,	4,000

MERCANTILE AND MANUFACTURING.

Devoted to these pursuits in detail there are 19 newspapers—8 weekly, 1 semi-monthly, 9 monthly and 1 quarterly. The following is a list of all believed to print over 2,000 copies each issue:

Weeklies.

Boston, Mass.....Manufacturers' Gazette,	4,000
Cincinnati, Ohio....Merchant Sentinel,	4,000
Cleveland, Ohio....Ohio Merchant,	4,000
Cincinnati, Ohio....Merchant and Manufacturer,	2,250
Philadelphia, Pa....Manufacturer,	2,250

Monthlies.

Detroit, Mich.....Bookkeeper,	*10,000
Fort Wayne, Ind....Business Guide,	*6,000
Philadelphia, Pa....Traffic,	*5,000
New York, N. Y....Am. Woman's Journal,	4,000
Business,	4,000
Chicago, Ill.....Am. Storekeeper,	2,250

Quarterly.

Chicago, Ill.....Office Men's Record,	2,250
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In British North America the Toronto (Ont.) *Canadian Manufacturer*, semi-monthly, has a guaranteed circulation of 3,500.

DO YOU WANT TRADE

IN TENNESSEE,

SOUTHERN KENTUCKY and
NORTHERN ALABAMA?

If So,
No Better Medium

for advertising in that section can be found than
the "Old Reliable"

Nashville American

The **ONLY MORNING DAILY** in Middle Tennessee and
the recognized organ of the Democratic Party in its State; it
issues the **ONLY SUNDAY** newspaper published in Nashville.

Reaches forty towns besides Nashville from three to twelve
hours earlier than any other paper.

Energetic in news gathering and fearless in advocacy of
the right, it easily maintains its position as the

Leading Newspaper
of Tennessee
and the Favorite in its Families

Rates, sample copies or other information on request.

J. E. VAN DOREN SPECIAL AGENCY,

PUBLISHERS' DIRECT REPRESENTATIVES,

Tribune Bldg., New York.

1320 Masonic Temple, Chicago.

BECKWITH'S SPLENDOR.

ADDISON ARCHER ASKS IF IT IS DUE TO ADVERTISING IN ADVERTISING PUBLICATIONS—MR. BECKWITH SAYS IT IS—MR. HARRINGTON FITZGERALD BACKS HIM UP—MR. BECKWITH GOT ONE HUNDRED REPLIES TO ONE PRINTERS' INK AD—HE IS ABANDONING CIRCULARS—HE DON'T CARE TO CRITICISE THE SUICIDAL PUBLISHERS' ASSOCIATIONS, BUT HE DOES BELIEVE THEY ARE WRONG—HE BELIEVES PRINTERS' INK TO BE THE MOST CLOSELY READ PUBLICATION IN THE WORLD.

"How much of all this splendor is due to advertising yourself and your papers?"

I asked this question of Mr. S. C. Beckwith a quarter of a second after he had conducted me to his inner sanctum, the place where the walls are hung in French vermillion, with a Fifth avenue artist's latest touches and the floor laid in hard wood, Orientalized and partly covered by sea-green Wilton, made to match the special mahogany furniture.

I was interviewing Mr. Beckwith because what he had to say has great weight, coming as it does from the lips of a man who has represented for so many years some of the most prominent papers in the country, and who has built up a great volume of business for his papers through the best methods he knows. He has coupled the gift of persuasive suasion and eternal hustling with the omnipotent power of printers' ink properly applied.

Mr. Beckwith used to be a very hard-working special agent. He toiled from early morning till dewy eve, but he has been able to so organize his business, both East and West, and to secure such a large measure of profitable publicity, that he is able to-day to take an occasional outing in spite of his increasing business and its many responsibilities.

He had just returned from one of these outings when I descended upon his sumptuous offices, and corralled him in the super-sumptuous private apartment in which he sat, where he answered my questions with business-like terseness and promptness, and yet with great care and thought.

Mr. Harrington Fitzgerald, the proprietor of the *Philadelphia Item*, whose paper Mr. Beckwith represents with distinguished success, who is one of the greatest believers in advertising both for advertising and circulation, and whose paper is a shining example of success attained in both directions through these means, was present during the interview, and what Mr. Beckwith says practically represents what Mr. Fitzgerald believes, though I shall quote Mr. Fitzgerald in connection with other Philadelphia publishers in another little article which I have in mind.

My opening question took Mr. Beckwith by surprise from its abruptness and its uniqueness, and he hesitated a moment before replying:

"I hardly know how to answer your question; perhaps the combined result of hustling and advertising in PRINTERS' INK."

"Then you practice what you preach?"

"I do—I believe in telling the merits of my mediums."

"You practice what you preach since you preach advertising all the time?"

PREACHING AND PRACTICING.

"I do, and, as for PRINTERS' INK, almost from the first issue, I have been represented in its columns."

"Then you consider it good policy to be represented in its columns?"

"Well, yes; I started with it when I was young, and I believe in sticking to 'a good thing.'"

"Do you indorse the publishers' associations who forbid their members advertising in PRINTERS' INK and similar publications?"

"While this is a matter I would not care to take up, I think my own papers have found it largely to their advantage to have their merits as desirable mediums set forth in PRINTERS' INK."

"Have you ever been able to trace tangible results to PRINTERS' INK?"

100 REPLIES TO ONE PRINTERS' INK AD.

"Yes, I had over one hundred replies to an ad that appeared but once, and in traveling the country over, as I do from Canada to the Gulf, I have rarely ever called upon an advertiser or newspaper publisher without finding a copy of PRINTERS' INK lying on his desk. They not only read it, but

they file it away as a sort of ready reference."

"I presume that you accept this as evidence enough that PRINTERS' INK is read by men whom you wish to reach and impress?"

"I couldn't very well reach any other conclusion, and I think that an advertisement in PRINTERS' INK is the best introductory card a man can have. I called on an advertiser once, in a city distant from New York, whom I had never met before. He immediately came forward, offered me his hand, and called me by name. When I expressed surprise, he explained that he had seen my photograph in PRINTERS' INK."

'Do the people read the ads in PRINTERS' INK?'

MOST CLOSELY READ OF ALL.

"Certainly—beyond any question. I think PRINTERS' INK is the most thoroughly read of any publication of its kind in existence, or, in fact, of any publication of any kind in existence. The advertisements ought to be interesting; they cost enough. Mr. Rowell's trenchant pen makes mighty interesting reading, and I find that people have great respect for his opinion of men and things. No periodical of any nature that I know of is so closely scanned from cover to cover."

"Do people believe what they read in the ads in PRINTERS' INK?"

"I am inclined to think they do. Even if they don't believe all, an entering wedge is often made for a good contract—perhaps a new customer who becomes permanent."

"Do you believe circulars can take the place of an ad in PRINTERS' INK?"

ABANDONING CIRCULARS.

"Not entirely; in fact, as for myself, I have almost abandoned the use of circulars."

'Has it been your experience that advertisers read circulars?'

"No, except by accident."

"How is business going to be this fall?"

"The skies look very rosy, and I think all indications point to the most satisfactory business we have had for several years."

"Of the papers represented by you, perhaps twenty in number, what proportion believe in advertising?"

"I should say about all of them."

ADDISON ARCHER.

BRIEF ADS.

There are so many strong points in favor of brevity in advertisements that it seems strange to find these points so often overlooked or disregarded. The art of being brief is certainly not studied or practiced as much as it might be, and, with one or two exceptions, the great body of "experts," though they may admit the advisability of using short ads, turn out some specimens themselves that certainly look as if they were employed at space rates.

If an advertisement is written in as few words as possible, with every superfluous sentence, word or phrase carefully expunged, it then admits of going in bigger or bolder type, and allows for more display than a long ad does. Or, if a small type is still to be used, the curtailment or condensation of the ad naturally means a saving of space to the advertiser, and that is frequently the chief consideration.

But there are far more important points than these in favor of brevity. In the rush of business few of us have much time for reading, except news items, the state of the markets, etc., and an advertisement aimed at business men must necessarily be brief to secure a reading. And another thing is that an ad of few words can be almost remembered entirely after once reading—certainly the vital points of it can. It would therefore seem to me as if the writing of long ads—particularly for insertion in the big city dailies—involved the loss of a deal of unnecessary time, space, money and energy which might be saved to advantage if more care and thought were given to condense the meaning or points in the advertisements. These remarks, however, scarcely apply to dry goods announcements, which must necessarily be longer than others, as they have to embody detailed descriptions and prices. Certain it is that ads generally are briefer than they used to be, but if the necessary points are covered by an ad, it can't be too brief.

JOHN C. GRAHAM.

I KNOW a little booklet—
They call it PRINTERS' INK—
It's fresh as any booklet
From which you'd like to drink,
And if you'll only read it
And take good care to heed it,
Whenever you may need it
You'll hear the money chink.

Charles Austin Bates,

1413, 1414, 1415 Vanderbilt B'ld'g, N. Y.

Plans, Advice, Writing and Illustrating for Advertisers.

I try to give my clients exactly what they ought to have at the price they ought to pay. When a man writes to me for something that I believe will not pay, I tell him so. The following letter illustrates my methods. It was written to the proprietor of a large department store. Some department stores I can serve satisfactorily and profitably—some I cannot.

Sept. 16th, 1895.

DEAR SIR—

Replying to your favor of September 13th. I don't believe I could be of service to you in the preparation of your newspaper advertisements. You are too far away, and do too big a business. I would have to be in personal touch with a store like yours, and I don't believe you could afford to pay me for coming out there occasionally to acquire this knowledge—in fact, I know you couldn't. The best I could otherwise would be to prepare headings for your ads; you could then add all the items you wished.

If you occasionally want booklets and circulars about certain stocks, or about the general business, I would be glad to prepare them for you, and can give you profitable work. You ought to send out something of this kind in every package that goes out of the store, and you ought to have a fresh circular or booklet every week or month for that purpose. If you can tell me about how many packages you send out per week, I can give you an estimate of such a service for the year.

This, I believe, is one of the best and most direct methods of advertising a retail store. You get your matter right into the hands that it ought to go into, at a time when the impression of your store is certainly favorable. If a woman buys a dress pattern from you, the supposition surely is that she thinks that is the best dress pattern that she could have gotten for the money, any place, otherwise she would not have bought it from you. When she gets it home, the first thing she will do will be to look at and to show it to the folks. If a nicely printed representative drops out of the package at that time, it is sure to have favorable consideration. If your clerks have treated the purchaser nicely, she has a good impression of the store, and is in just exactly the right mood to pay attention to advertising. You will have the circulation of such an advertisement absolutely in your own hands, only it is necessary to hang a club over the heads of the boys who put up the packages, that they will be sure to put one circular and no more into each package. This is a mere matter of detail, however. If you are interested in this kind of a scheme, I will make you a price on the preparation and printing of a series of fifty-two booklets or circulars, to be delivered to you once a week for a year.

Another way in which I might be of service to you would be in giving you a letter of advice occasionally—answering any questions that you might want to ask about your advertising, and giving you the benefit of the experience of hundreds of other men in lines similar to your own. Other people come to me with their troubles, and I get points from all of them. If I do work for you, I shall undoubtedly gain something from you which will be of value to my other clients. I am a sort of clearing-house for ideas. I give you all the ideas I have, and all that I can get from over 500 other good business men. I take from you everything I can get, and re-distribute it.

Very truly yours,

CHARLES AUSTIN BATES.

I will not write about anything I do not believe in. If I think I cannot make profitable ads for a man I say so. If I think he is going to use his money in the wrong way or in the wrong media I say so. I don't take all the orders that come to me. If I tell a man he is wrong in wishing to employ me and he insists on doing it anyway—that's another matter. I tell him what I honestly believe—he does as he pleases.

When I write letters of advice or give advice in my office, I give my honest opinion, frankly, earnestly and without reserve. I try to find all the weak spots in the advertising and the business. If what I say hurts a little—so much the better. I like a criticism that makes me squirm. I learn something from that kind.

"Write to me about anything in Advertising."

Letter of advice to retailers, \$10.

Letter of advice in other lines, \$25.

Office consultation (by appointment only), 2 hours or less, \$25.

One illustrated medical ad, with electro, \$25.

Six medical ads, no illustrations, \$75.

Twelve medical ads, no illustrations, \$125.

Trade paper ads, \$5 to \$25 each.

Magazine ads, \$10 to \$50 each.

Illustrated retail ads, 13 for \$20.

BUFFALO ADVERTISING BON MOTS.

BUFFALO, N. Y., Sept. 18, 1895.

Editor of PRINTERS' INK:

In one of our clothiers' show windows this week were three large pumpkins with a semblance of eyes, nose and mouth cut in one side and when lighted in the evening they made a trio of grinning jack o' lanterns.

J. N. Adams & Co. are now offering tickets to an observatory on top of one of our "sky scrapers" at 5 cents. Of course it is not expected that every city offers quite the advantage seized on by the Messrs. Adams, as for this 5 cents one can view Niagara Falls—in the dim distance.

The opening of Dickinson's cloak house was made an event by the ingeniously arranged decorations of the store. Among the beautiful floral and d'apery display were strung several hundred brass cages with singing canaries that enlivened the occasion with their warblings.

The motto song entitled "Put me off at Buffalo," known in the profession as the rapid transit hit, has been parodied by a William street clothier, who has his trolley car signs read: "Put me off at Cohen's."

One of the most suggestive price cards that I have met with is in a window at Benson's art store:

NEVER BEFORE

\$1.50

NEVER AGAIN.

Among a coterie of newspaper men the other day a discussion arose as to which of the two splendid Chicago ads in *PRINTERS' INK* of Sept. 11 was the best, the page of Dunlop's *Dispatch* or Lord & Thomas' yacht. It was nip and tuck, but all admitted the sail was a "spin spanker," and the slate was a "crack up" ad and the admirers of each were about equally divided.

One of the proprietors of a leading dry goods establishment told me he managed to take care of the large number of solicitations he had for advertisements on church fair programs by adopting a plan that worked to perfection. When approached, as they generally are, by a lady, they hand her one of their business cards with a one dollar bill, telling her that it is their rule to expend this amount, no more and no less, and she goes away satisfied.

The best advertised institution in Buffalo to-day is the Fresh Air Mission. The managers placed top savings banks shaped like a cradle in all the public places about town and on the wire that is supposed to hold the canopy is suspended a pretty floral card requesting a contribution to the fund. Not content with this appeal they have reading notices in all the dailies and have just issued a placard ornamented with a design by Bradley.

MARGIE BOWMAN.

A DIVERSITY OF TALENT REQUIRED.

Editor of PRINTERS' INK:

The Chicago *Dispatch* publishes the following:

WANTED—A young and intelligent Chinese gentleman, of good education and excellent moral character, to do the washing for a small American family; must be a good stenographer and understand the use of the typewriter; wages \$2 per week.

A READER.

"PRINTERS' INK" IN BUFFALO.

Editor of PRINTERS' INK:

To ascertain for myself whether or not the worth of the "Little Schoolmaster" was overestimated and to gain a few pointers for an appropriate ad to enter in the prize contest I interviewed a half dozen of our prominent and progressive citizens, with the following result:

The value of the little magazine to the World's Dispensary Medical Association was related to me by Dr. Mont. V. Pierce, the talented son of the founder, who said: "We take two copies regularly and consider the paper covers a very wide field of usefulness to an advertiser. I read it through every week," which brought to my mind the pert and pat phrase of Mr. Bates: "It's read from the first P to the last period."

Inquiring of Bro. H. D. Dickson, general secretary of the Y. M. C. A., if *PRINTERS' INK* was on the list of publications taken by that association, I found that it was, but he informed me that there was such a demand for it that it was impossible to keep a copy long on the tables. It is the only paper ever stolen from the rooms.

Calling on Mr. Frank N. Smith, the treasurer of the Hanan Shoe Co., for his opinion, I was somewhat startled when he said he did not take it but had often seen copies and wanted it. Before leaving his store I saw him write an order, inclosing \$2 for a year's subscription.

At the Erie Medical Co.'s, Col. Courtney, the genial manager, eloquently expatiated on the merits of the money-maker's magazine.

So I have concluded that the praise bestowed on the "pedagogue" is justly deserved and that no business man can afford to be without its wise and wonderfully accurate advice in the art of advertising.

MARGIE BOWMAN.

Buffalo, N. Y., Sept. 11, 1895.

ABOUT WINGS.

Office of
OVERMAN WHEEL COMPANY,
Victor Bicycles.

CHICOPUR FALLS, MASS., Aug. 22, 1895.

Editor of PRINTERS' INK:

An article in your issue of August 21, by "Marco Morrow," seems to suggest the possibility that we made use of borrowed ideas in our advertising last spring. I think we are at least entitled to the credit of originality in the application of wings to our bicycle advertising, as our trade-mark for some years has been a wheel with wings attached. I should also object to the statement that we are "harping" on the same idea because we have used two advertisements this season in which mention is made of wings. I do not believe that we could exhaust all the possibilities of so broad a subject in one advertisement. I am glad to see you take up the subject, however, and we shall always be glad to be told when we are trespassing upon other people's ideas. We have been sufferers ourselves in this way, as our advertisement "Groping in the Dark," of which mention is made in your article, was appropriated bodily by a New York clothing house. We wish your paper every success and are always glad to see it in our office.

EDWARD ALLEN GREENE,
Adv. Mgr. Overman Wheel Co.

Most medicine men use patent insides for their advertisements as well as for their bottles.

WHY DON'T STREET CARS ADVERTISE?

WASHINGTON, D. C., Aug. 29, 1895.

Editor of PRINTERS' INK:

It always appeared to me since the electric cars covers so much country territory, and one can get so much fresh air and a beautiful view by riding in these cars, why they don't advertise the fact that they go here or there and what portions of the city or country they go through, and how long a time it takes to traverse the distance. Even many residents of a city are not sure where a certain line of cars go to, and certainly strangers don't know. Now in our city the question is asked me many times a day by strangers, "Which is a nice car ride?" and when I tell them, the next question is, "How long will it take to go there?" If the car people would advertise, how many more nickels would go into their coffers. ISAAC GANS.

"POWERS ON POWERS."

Editor of PRINTERS' INK:

The "interview" in your issue of August 21, under the above title, is a scandalous publication. To the extent that it is believed to have come from me, it disgraces me personally and ruins my business. No man, whom I would accept as a client, would touch me after seeing it, unless he knows me to be incapable of such folly. I should think it would ruin your paper to print such stuff, if the victims enjoy it; but that is your affair. I am only concerned to relieve myself of the consequences of the outrage by repudiating it, whole and part.

You have no occasion to injure me, and I do not imply that you have done it knowingly. You have been imposed on.

Respectfully, J. E. POWERS.

54 Wall street, Sept. 7, 1895.

Office of
W. C. PHILLIPS,
Fine Job Printer.
CULLER, N. C., Sept. 3, 1895.

Editor of PRINTERS' INK:

In your issue of August 28 you said: "The editor of PRINTERS' INK has never yet seen a man who of his own volition has subscribed for a temperance journal and paid his own money for it." I have had several years' experience in publishing temperance papers, and want to say to you and your readers that I have known, not only hundreds, but thousands of such cases, and could furnish you evidence of some of them. Success to PRINTERS' INK. As I am a five-year subscriber, it is unnecessary to say that I like it. W. C. PHILLIPS.

A BIBLICAL BARBER.

BOSTON, Mass., Aug. 5, 1895.

Editor of PRINTERS' INK:

I clip the inclosed advertisement from the

GET your hair cut by J. ROBINSON, 369 Tremont St., late of Belfast, Ireland, "and avoid the fate of Absalom."

Boston Daily Standard, of Aug. 3d.

AMOS W. RIDEOUT.

LIVES of many men remind us
We to great success can climb
If the reading public find us
Advertising all the time.

—Lightning.

HONESTY AND TESTIMONIALS.

PRINTERS' INK, in its successful efforts to educate the public in the science of publicity, has always been an unwavering advocate of honesty in advertising, and it has shown conclusively that, in order to attain the greatest and most lasting success, the advertiser must always pursue this policy.

This principle may be very aptly applied to testimonial advertising, which was recently discussed in PRINTERS' INK. According to the facts brought forth by one writer, this sort of advertising brings business, but from his description of the methods pursued it is a question whether the business thus secured would remain permanent.

The plain truth of the matter is that testimonial advertising is very seldom honest. The PRINTERS' INK contributor tells how the letters were edited and how passages which raised objection to the article advertised were eliminated. This gave the reader the impression that the writer of the testimonial considered the article perfect, when as a matter of fact he did not.

Now, supposing that a testimonial of this kind has induced a man to purchase a machine. When it arrives he looks it over, perhaps sees the same objectionable features, an account of which had been eliminated from the testimonial, and is disappointed. Consequently, when friends desire to purchase similar machines, the disappointed man will point out the objectionable features in his and confidence in the advertiser is destroyed.

Thus I conclude that this kind of testimonial advertising, while it may bring business for a time, is very risky, and the advertiser is more likely to be a loser than a gainer in the long run.

There is a way, however, to advertise honestly by means of testimonials, and a way that would, I believe, be very effective, because it would impress a reader with its honesty and inspire confidence. Take the testimonials you have received and publish a mixture of good and bad. But to those that call attention to objectionable features add a few words telling why they were found objectionable and how to overcome the objection.

Of course this could not be done unless the article itself was meritorious. It takes dishonest advertising to sell dishonest goods. But if the article is really a good one, a customer secured by the honest way will ever afterward feel confidence in that advertiser, because the latter has practiced no deception.

JAMES B. KIRK.

HE READ NEWSPAPERS.

"Have you observed," said a merchant to a customer, "the handsome advertisement I have on a fence between Red Cloud and Inavale?" "No," replied the customer, "but if you will send the fence around to my house I will try to read the announcement. I read the papers, and I haven't time to go around reading billboards." And the merchant scratched his head.—Red Cloud Chief.

JAPANESE NEWSBOYS.

The Japanese boys do not cry their papers on the street, but have little bells attached to their girdles, which jingle as they move along. Street peddlers pound drums, blow bugles, and make no end of noise. It is not explained how the public are enabled to tell which paper the newsboy sells. Perhaps every paper supplies its newsboys with bells of a different tone.—A busy Times-Union.

TOPICAL ADVERTISING.

There is no more certain indication of a man's "go-a-headativeness" and desire to keep abreast of the times than his employment of topical advertising, by which term I mean the introduction in his ads of current items of news as head-lines or "eye-catchers." It is good, up-to-date advertising, too, and far more certain to attract attention and be read with interest than the staler kind of matter.

Nearly two years ago Kirks, the soap people of Chicago, adopted this style in an illustrated form, and the *Inter Ocean* each day contained about 120 lines double column, pictorially representing some important item of the previous day's news which was deftly turned, at the tail end of the matter, to the advantages of using Kirk's soap.

Riker, the druggist, of Sixth avenue, New York, has also used the same means to attract attention in his small ads and readers in the metropolitan dailies, and quite recently the local dry goods houses have been using current events as "heads" for their day's advertising.

About the best current topic ad that I have seen lately is that of the Cleveland Baking Powder Co. in the magazines—a beautiful full-page picture of Defender, with a can of Cleveland's Baking Powder in the foreground, the title of the picture being simply, "Two Winners."

It must be admitted that advertising, or rather drawing attention to your advertising by means of current topics, gives the writer of the ads a wide latitude and choice of subjects, for the daily press teems with such suggestions for head-lines or "starters," any or all of which can be utilized by a clever adapter—which a good ad smith should be.

The main attractive point in this kind of advertising is that it starts with a subject of news still fresh in the reader's memory, and, for that reason, full of interest. The ad need not be in any sense misleading if the writer of it knows his business. A clever turn from the matter of news to the more important matter of trade topics will win the admiration of the intelligent reader, but, on the other hand, failure to make a logical and apparently natural connection between the general news and store news will possibly be met with derision.

And this latter fact makes it a style of advertising to be handled very judiciously or not handled at all. It is the advertising of wise men only, and must be directed with considerable skill and care or it is bound to fall very flat.

In large cities particularly, there is a great chance for the alert advertiser to use the news of the day promptly as an additional means of drawing attention to his enterprise and business sagacity. JOHN C. GRAHAM.

Classified Advertisements.

Advertisements under this head, two lines or more without display, 25 cents a line. Must be handed in one week in advance.

WANTS.

FOREMAN wants position, daily or weekly. All references. "E.," care Printers' Ink.

WILL purchase country Republican newspaper plant. "Z.," care Printers' Ink.

ISSUE "Ideas." Costs \$1. Makes you \$50. New. Samples 15c. Plans free. ADAGE CO., Buffalo.

WISCONSIN AGRICULTURIST, Racine, Wis. Advertisements at 20 cents a line for 25,000 circulation, guaranteed.

WANTED—A good practical job printer at once. Address HERALD, Iowa City, Iowa.

CASH paid for sketches, poems, stories and illustrations for Christmas number of trade paper. For particulars and sample copy address "H. E. H.," care Printers' Ink.

FIRST CLASS printer as foreman of newspaper, book or job printing office; experienced as proofreader and copy editor; careful and reliable. "FRANKLIN," care Printers' Ink.

EDITORIALS written for daily or weekly newspapers (Republican or Independent preferred), by editor of leading paper in a New York city. Terms very reasonable. Address "MAK," care Printers' Ink.

WANTED—Experienced editors, advertising manager, general and circulation agents for new metropolitan daily and weekly in Eastern city. References required. Address "S. C. W.," care Printers' Ink.

WANTED—Competent foreman or successful advertising manager can secure working interest and good salary on morning paper by investment of \$1,000. Live city \$5,000. Address "ACTIVE," care Printers' Ink.

MERCHANTS, hold your old trade and get new by sending them a handsome holiday souvenir. We have just what you want—merchants say so. Sample 12c., worth 50. New, fresh, beautiful. THE MERRILL PRESS, Toledo, Ohio.

BUSINESS man and journalist of experience will sell four or more hours per day to some concern that needs a wide-awake representative in Chicago. Has excellent office in finest office building in the city. References for the asking. F. E. SCOTFORD, 417 Ashland Block, Chicago.

WANTED—Have just succeeded in putting a crippled daily on its feet. Want a larger field. Am willing to take editorial charge with hustling business manager, or both ed. and bus. mgt. If paper is at the bottom of heap will put it on top. Address "L.," care Printers' Ink.

ARTIST and illustrator (with ideas) wants permanent position in New York. Experience on advertising and periodical work. Will do writing also if required. Can do good work, therefore wants no makeshift position, but something with good pay and a chance. "F. H.," Box 376, Ridgewood, S. J.

\$216 FIRST 12 weeks, an average of 18 subscriptions per week, was the actual result of 12 ads written by me, designed to work up circulation of the Seneca DISPATCH, a country weekly of 700 circulation. Ads run exclusively in the DISPATCH. Twelve consecutive issues of the DISPATCH contain the ads complete and show the results for each week. Mailed to any one for \$1. Your dollar back if not satisfied. D. W. GAHAGAN, Publisher DISPATCH, Seneca, Mo.

A YOUNG man with extensive experience and acquaintance with advertisers desires position as advertising manager of a first-class, enterprising daily newspaper, located outside of New York City, where hustling zeal and worth will be appreciated. Unexceptionable references submitted. Remuneration not so much an object as a good field where permanency is practically guaranteed to a good man. Address "HUSTLER," 11 Tribune Building, New York.

PRESSWORK.

IF you have a long run of presswork it will pay you to consult us. Largest press-room in the city. Best of work. Most reasonable prices. FERRIS BROS., 324-330 Pearl St., N. Y.

ELECTROTYPES.

HOW to make cuts. Do you want to learn the art of making engravings for book and newspaper illustration in a practical method? Write for terms and particulars. D. C. BITTER, 78 Dearborn St., Chicago.

PRESS CLIPPINGS.

SOUTHERN CLIPPING BUREAU, Atlanta, Ga. Press clippings for trade journals and advrs.

THE CHICAGO PRESS CLIPPING BUREAU, 36 La Salle St., Chicago. 40 expert readers. Patrons all satisfied. We can help push your business. Write. N. Y. Office, Equitable Bldg.

NEWSPAPER INSURANCE.

THE YANK, Boston, Mass., wards off business death. 100,000 monthly.

PAPER.

M. PLUMMER & CO. furnish the paper for this magazine. We invite correspondence with reliable houses regarding paper of all kinds. 45 Beekman St., New York.

MISCELLANEOUS.

"IN HER POST-INTELLIGENCE" Seattle has one of the four great papers of the Pacific Coast. *Harper's Weekly*.

WISCONSIN AGRICULTURIST, Racine, Wis. Only English agricultural paper printed in Wisconsin. Established 1877.

ADDRESSES AND ADDRESSING.

LETTERS for sale or rent. Cash paid for all lines of fresh letters. Write for lists and prices. **H. C. RUPE**, South Bend, Ind.

CARDS, wrappers and envelopes addressed to leading advertisers, \$3 per 1,000. Will X for space. **TOWNSEND**, 406 E. 2nd, Minneapolis, Minn.

2,500 NAMES of residents of Polk Co., Oregon, full 1895 address, on slips ready for mailing machine. Send \$2.50. **E. C. PENTLAND**, Independence, Oregon.

ADVERTISING NOVELTIES.

SHEET MUSIC—The latest song, "Private Tommy Atkins," with you're on, in lots of 100 M. Write for prices. **A. K. PARKE**, 70 State St., Chicago.

PADS—Pencil pads for memorandums—any size to order—7c. 1b. Embossed catalogues a specialty. Send for one. **GRIFFITH, AXTELL & CADY CO.**, Holyoke, Mass.

ADVERTISING blotters, printed, \$2.50 per 1,000; size 4x9 1/2; good stock; 5,000 for \$10, cash with order. **V. I. AARON & CO.**, Printers and Stationers, 358 Dearborn St., Chicago, Ill.

FOR the purpose of inviting announcements of Advertising Novelties, likely to benefit reader as well as advertiser, 4 lines will be inserted under this head once for one dollar.

TRADE-WINNERS and money-makers; these are the qualities of our advertising novelties; the people want them. Write us for information. Largest plant in U. S. **THE CURRENT PUB. CO.**, 1026 Filbert St., Philadelphia.

SUPPLIES.

VAN BIBBER'S Printers' Rollers.

ZINC for etching. **BRUCE & COOK**, 190 Water St., New York.

10,000 XX white H. C. envelopes for \$10 check. **SHRYOCK**, Zanesville, O.

NEWSPAPER—Rolls or sheets. First quality. Write **A. G. ELLIOT & CO.**, Philadelphia, Pa.

STANDARD TYPE Foundry printing outfits, type, original borders. 230 Clark St., Chicago.

THIS PAPER is printed with ink manufactured by the **W. D. WILSON PRINTING INK CO.**, 17'rd, 10 Spruce St., New York. Special prices to cash buyers.

FOR making attractive window cards use the Artistic Sign Marker. Send for circulars and prices to **CHAS. A. JACKLE**, Herkimer, N. Y. Agents wanted.

DO you know that I have the most complete selection of brass rule in the world? When you want anything in the brass rule line write me about it. **P. H. BRENNAN**, Successor to Walker & Brennan, 291 to 295 William St., N. Y.

GAS and gasoline engines are much more satisfactory than steam or electric motors. Cost to run is less, and you do away with dirt and expensive repairs. Our engines work like a charm. They are moderate in price, simple in construction, light in weight, take up very little space, easily handled, durable. **PHILADA. GAS ENGINE CO.**, 911 Walnut St., Philadelphia.

MERCANTILE LAW.

CAVANAGH & THOMAS, Omaha, Nebraska, lawyers and adjusters. Collections of jobbers handled anywhere in Iowa or Nebraska with success; 2,000 of the leading Eastern jobbers examine our reports every week. Are recommended by all credit men as the best system of watching their trade. Write us. Reference, **W. & J. Sloan**, New York City.

TO LET.

YANK, Boston. Space.

WE have for rent, at 10 Spruce St., two connecting offices, one large and one small. They are up only one flight of stairs and are well-lighted and the pleasantest offices in the building. Size of large room about 30x34; smaller, 10x15. If wanting such offices, please call and talk about price, etc. Will be fitted up to suit. Address **GEO. P. ROWELL & CO.**

PRINTERS.

VAN BIBBER'S Printers' Rollers.

THE LOTUS PRESS, 149 W. 4 St. (See ads under Adv. Constructors.)

\$22 **BUYS** 100,000 white 6x9 circulars. Write **ELECTRIC PRESS**, Madison, Wis.

FOR one check book, 1,000 checks, 3 deep, well bound, perforated and numbered, my price is \$6.00. **W. M. JOHNSTON**, Manager Printers' Ink Press, 10 Spruce St., N. Y.

1,000 **NEAT** business cards for \$1.50. I have on hand a large quantity of fine Bristol board. While it lasts I will fill orders at the above price. Cash with the order. **WILLIAM JOHNSTON**, Manager Printers' Ink Press, 10 Spruce St., New York.

BOOKS.

OLD books bought and sold. Send stamp for list. Address **A. J. CRAWFORD**, 312 North 7th St., St. Louis, Mo.

DANGER SIGNALS, a manual of practical hints for general advertisers. Price, by mail, 50 cents. Address **PRINTERS' INK**, 10 Spruce St., New York.

AMERICAN NEWSPAPER DIRECTORY for 1895 (issued June 15th). Describes and reports the circulation of 30,385 newspapers and periodicals. Pays a reward of \$25 for every case where a publisher is not accorded a circulation rating in accordance with facts shown by his statement in detail if signed and dated, and \$100 reward to the first person who shows any such statement to have been untrue. Over 1,000 pages. Price, Five Dollars; 31 cents extra for postage if forwarded by mail. Address **GEO. P. ROWELL & CO.**, Publishers, No. 10 Spruce St., New York.

FOR SALE.

5-LINE advertisement, \$1. **WISCONSIN AGRICULTURIST**, Racine, Wis.

\$3.50 **BUYS** 1 INCH 50,000 copies Proven. **WOMAN'S WORK**, Athens, Ga.

\$5 **BUYS** new White mailing machine; cost \$10. **TEMPERANCE HERALD**, E. Middlebury, Vt.

"IN HER POST-INTELLIGENCE" Seattle has one of the four great papers of the Pacific Coast. *Harper's Weekly*.

NEWSPAPER plant, including a weekly newspaper six years established, for sale at a tremendous bargain. Splendid field in which to start an afternoon daily. **W. M. M. KENDALL**, Manchester, N. H.

FINE printing press cheap. One single Clause press; prints four or eight pages, seven or eight columns wide; in use little over a year; in perfect condition; a great bargain. **STAR-SAYINGS**, St. Louis.

FOR SALE—An old-established trade paper in architectural and woodworking class. Owner has not time requisite. Will sell on favorable terms. No cash required of responsible party. Address "J. B. F." Box 3945, N. Y. City.

MAILING MACHINES.

\$1.00 (stamps or m. o.) Pelham Mailing System and Mailer, postpaid. Tract 1, 1,000 hour; saves 1-3 time writing; no type lists; unique address label. C. P. ADAMS & BRO., Topeka, Kan.

ILLUSTRATORS AND ILLUSTRATIONS.

CUTS for newspaper, book and catalogue illustrating by up-to-date methods. See our specimens and prices. SANDERS ENGRAVING CO., St. Louis, Mo.

HANDSOME illustrations and initials for magazines, weeklies and general printing, 3c. per inch. Sample pages of cuts free. AMERICAN ILLUSTRATING CO., Newark, N. J.

BUSINESS will pick up if you push it along. Put more life in your ads. A little sketch will help; 50 cents for a good one. Write about it. R. L. WILLIAMS, 43 L. & T. Bldg., Wash., D. C.

BILLPOSTING AND DISTRIBUTING.

P. PRINTZ, distributor of advertising matter, 730 9th St., N. E., Washington, D. C.

KEYSER distributes advertising matter and samples in Cleveland, O. 1008 Scovill Ave.

CIRCULARS, samples and all kinds of advertising matter distributed at reasonable prices. O. G. DORNEK, 86 Marion St., Cleveland, O.

SAN FRANCISCO billposting. "If's a way to see 'Acme' of pictorial publicity. Rightly done. 'If's a way we have' of getting returns for you. ADIGNS, S. I. Stone, Manager, 506 Commercial St., San Francisco, Cal.

KANSAS CITY and adjacent towns. All kinds of advertising matter, samples, etc., distributed. Signs nailed up. Wall signs painted, etc. Good honest work at a reasonable price. THOS. J. KENNY, 1248 Broadway, Kansas City, Mo. Reference, Lyon Mfg. Co., Brooklyn, N. Y.

ADVERTISEMENT CONSTRUCTORS.

A/T ads. CURRAN.

SIX retail ads, \$3. FRANK V. STUMP, Werner Building, Goshen, Ind.

ONE ad. with original outline cut, 25c. O. COHEN, 336 Forest Ave., N. Y.

12 READERS, \$4, cash. They'll be O. K. F. W. DECKER, 155 Chambers, Newburgh, N. Y.

CATCHY readers and pithy car signs written for \$1 each—10 for \$7.50. R. L. CURRAN, 111 West 34th St., New York.

DO your ads pay? Mine do. Ten 4-inch ads, \$3, cash. They sell goods. F. W. DECKER, 155 Chambers, Newburgh, N. Y.

THE only writer of exclusively medical and drug advertising. Advice or samples free. ULYSSES G. MANNING, South Bend, Ind.

LITTLE ads of 10, 20, 30 lines are what I do best. General advertisers can have specimens. R. L. CURRAN, 111 West 34th St., New York.

I AM not so busy that I have no time for you; 5 trial advertisements for \$2; booklet for stamp. H. FRANK WINCHESTER, 162 Ashford St., Brooklyn, N. Y.

ILLUSTRATED "advertising monthlies" written and printed. Valuable plan for large advertisers. Write. CLIFTON WADY, Writer, Somerville, Boston, Mass.

A SAFE rule to follow: No matter who does the writing of your ads, circulars or booklets, be sure to have WM. JOHNSTON, of Printers' Ink Press, do the printing.

MY \$1 retail ads will go at 25c. each for the next 30 days. Can't write less than 4 at that price and only 8 for any one firm. C. J. BARLESS, Rose, N. Y. Ads that bring buyers.

I AM too busy to do any "rush" work unless there is extra pay for it of at least 50 per cent. 10c. for my booklet if you want it at once. R. L. CURRAN, 111 W. 34th St., New York.

CONTRACTS for 365 advertisements a year.

E. L. SMITH, Codman Bldg., Boston, Mass.

IN the matter of writing effective advertising it seems to us that Jed Scarborough strikes a little closer to the heart of his subject than any other man in the field." BACHELLER, JOHNSON & BACHELLER, Tribune Building, New York City.

I DON'T rent a Vanderbilt office in some large city. You get the benefit of this in prices. Six retail ads, \$3; 1/4-page magazine ads, \$5. Satisfaction or money refunded. Send stamp for my new booklet, "Sharp Points." FRANK V. STUMP, Goshen, Ind.

FOR \$10 I will print 1,000 8-page booklets, using a good quality of heavy linen paper and any color of ink you may desire. Cash must accompany order and copy. Proof furnished. Address WILLIAM JOHNSTON, Manager Printers' Ink Press, 10 Spruce St., New York.

ILLUSTRATED ADS—I have about 300 outline cuts, suitable for nearly every kind of retail advertising. They are bright and striking, and will lure trade irresistibly. One cut, with made-to-order ad, 25 cents. Send plenty of data. H. C. HAWKINS, Box 1258, Springfield, Mass.

I CAN'T be too busy to devote plenty of time and study to an advertisement. I won't rush, even with a stack of orders a foot deep before me. That's my way, and it strikes me as being the surest way to produce good work. JED SCARBORO, 48 Arbuckle Bldg., Brooklyn, N. Y.

I PREPARE 1/4-page magazine ads for \$5, include a little line cut, and give an electro of the entire ad splendidly set up; 1/2-page ads, \$8.50; page, \$15. I have been the ad writer of an ad agency which makes a specialty of magazine ads of highest grade. R. L. CURRAN, 111 West 34th St., New York.

HENRY HOLMES—5 ads and 5 cuts for \$2. For retailers only and only once to each—after that \$5 for 5 ads and 5 cuts. Cash with order every time—money back if you want it. Booklets, circulars, etc., at proportionate prices on the same terms. Orders without cash—waste basket. HENRY HOLMES, 17 Beekman St., N. Y.

THERE'S a big envelope here, full up to the flap and bulging with bits of "business bait." If you've got your head set on a brisk advertising campaign, why not let me send you this batch! If can do neither of us any harm, whether anything comes of it or not. I pay its postage. JED SCARBORO, 48 Arbuckle Bldg., Brooklyn, N. Y.

IF you're in business and advertise, I'd like to correspond with you. My business is to increase your business and to build up my own. The best business-bringer is advertising, properly written and placed. I do both as well as man is capable of doing. If you think there's a value in my work, you pay its value—nothing more. Will you write to me, to S. W. MITCHELL, L. & T. Building, Washington, D. C.; Equitable Building, Baltimore.

IN designing catalogues and other printed matter we follow no fixed rules. We have little use for forms and customs. To be altogether different from everybody else is our constant thought. No copy goes to the compositor until every detail has been mapped out. Our typesetters and pressmen merely follow the instructions laid down for them. They are like the druggist who fills the prescriptions of a great physician. Any druggist can fill a prescription. The burden of responsibility lies with the man who writes it. We have samples of our work to send to those who desire printing of surpassing artistic merit. We will not, however, send specimens to those who are prompted by curiosity. THE LOTUS PRESS, 140 W. 23d St., N. Y. City.

WORTH, the Paris dressmaker, was a creator. Women could go to him with perfect assurance of getting costumes wholly original. Anybody could copy those creations, but nobody could anticipate what Worth was going to do with the next order. We do printing just like Worth made dresses. The best advertisers can come to us and get work altogether different from anything that has gone before. We can give them printing that reflects art in its highest sense. We can give them designs no other printers ever thought of. We can give them work decidedly better than any amount of money will buy anywhere else. Write us a letter the next time a creditable job is wanted. Our prices are not as high, perhaps, as most men think. THE LOTUS PRESS, 140 W. 23d St., N. Y. City.

ADVERTISING AGENCIES.

STANLEY DAY, New Market. N. J. **ADVERTISER'S GUIDE**, 25c. a year. Sample mailed free.

ANY responsible advertising agency will guarantee the circulation of the **WISCONSIN AGRICULTURIST**, Racine Wis., to be 25,000.

If you wish to advertise anywhere at any time, write to the **GEO. F. ROWELL ADVERTISING CO.**, 19 Spruce St., New York.

ADVERTISING MEDIA.

THE YANK, Boston, Mass., 100,000 monthly.

"**THOUGHT** well of at home" means much to advertisers. **Rockland, Me., DAILY STAR**.

If you advertise in Ohio you will get results. For particulars address **H. D. LA COSTE**, 38 Park Row, New York.

ANY person advertising in **PRINTERS' INK** to the amount of \$10 is entitled to receive the paper for one year.

"**I**n her Post **INTELLIGENCER** Seattle has one of the four great papers of the Pacific Coast."—*Harper's Weekly*.

H. D. LA COSTE, 38 Park Row, New York. Special newspaper representative. I offer advertisers papers that bring results.

In all America there are only eight semi-monthlies which have so large a circulation as the **WISCONSIN AGRICULTURIST**, Racine, Wis.

SAN FRANCISCO billposting. "It's a way we have" of pictorial publicity. Rightly done. "It's a way we have" of getting returns for you. **ADSIGNS**, S. I. Stone, Manager, 506 Commercial St., San Francisco, Cal.

ARE you advertising in Ohio? We invite your attention to the **DAYTON MORNING TIMES**, circulating 4,500 copies daily; the **EVENING NEWS**, 9,500 copies each issue, and the **WEEKLY TIMES-NEWS**, 4,500 copies; are the representative family newspapers of Dayton, and with their combined circulation of 14,000 copies daily thoroughly reach the homes of that section. Dayton is a prosperous city of 50,000, and the **NEWS** and **TIMES** are long established journals, and have always enjoyed to a marked degree the confidence and support of the best people in Dayton. Address **H. D. LA COSTE**, 38 Park Row, New York.

ARRANGED BY STATES.

ARKANSAS.

ADVERTISERS

Can get good results from business placed in

The Sunday Gazette,

PUBLISHED AT LITTLE ROCK.

Its circulation is 7,500, and it is the only Sunday State paper published in Arkansas.

SEND FOR RATES.

CALIFORNIA.

THE great California fruit-growing district of which San Jose is the center is thoroughly covered by the **Daily San Jose MERCURY**. Sample copies free. For advertising rates in daily or weekly address **MERCURY**, San Jose, Cal.

THE WAVE, San Francisco, Cal., the leading Pacific Coast society, literary and political weekly. **E. KATZ**, 186-187 World Bldg., New York, N. Y., sole agent. **13,000** weekly guaranteed.

THE EXAMINER has a larger daily circulation than all the other morning papers in San Francisco combined, and the largest circulation of any daily west of Chicago, while the weekly **EXAMINER** has the highest circulation yet accorded to any paper west of the Missouri.—*From Printers' Ink*, issue of July 3, 1895.

ALWAYS AHEAD—Los Angeles **TIMES**, So. Cal.'s great daily. Circulation over 14,000.

SAN FRANCISCO billposting. "It's a way we have" of pictorial publicity. Rightly done. "It's a way we have" of getting returns for you. **ADSIGNS**, S. I. Stone, Manager, 506 Commercial St., San Francisco, Cal.

CONNECTICUT.

NEW LONDON DAILY GLOBE, evening, one ct., fifth year, new management, growing circ'n.

INDIANA.

THE COURIER, Indianapolis. The leading inter-State negro journal. Circulation, 3,500. **CHAS. H. STEWART**, pub. Write for rates.

IOWA.

ADVERTISERS will notice that the **WEEKLY TELEGRAPH** is credited by the American Newspaper Directory for 1895 with a higher circulation rating than any other weekly issued in Dubuque County.

WEEKLY SENTINEL, Carroll, twelve-page paper, all home print, largest circulation of any weekly in county. Guaranteed by Rowell. The **DAILY SENTINEL** is the only daily in one of Iowa's best counties. Rates low, perhaps not so low as papers with half the circulation, but they are based on circulation, and pay advertisers.

LOUISIANA.

S. W. PRESBYTERIAN, New Orleans, weekly over Ala., Ark., Fla., La., Miss., Tenn., Tex.

MASSACHUSETTS.

25 CENTS for 40 words, 5 days. Daily **ENTERPRISE**, Brockton, Mass. No inside ads.

MICHIGAN.

BUCHANAN, Mich., is booming. Every citizen reads the **RECORD**.

THE 800 DEMOCRAT Sault Ste. Marie, Mich. It should be on your list.

SAGINAW COURIER-HERALD. Daily, 6,000; Sunday, 7,000; weekly, 14,000.

U. OF M. DAILY, Ann Arbor, reaches students of University of Michigan.

THE NORTHERN, at Petoskey, Mich., has the largest circulation in Emmet County.

SAGINAW COURIER-HERALD is delivered directly into the homes by its own carriers.

SAGINAW COURIER-HERALD, largest circ'n in No. Mich. Full Assoc'd Press dispatches.

SAGINAW Evening and Weekly NEWS. Largest circulations in the Saginaw Valley, Mich.

SAGINAW COURIER-HERALD is the leading newspaper in Northern Michigan. Issued mornings except Mondays, Sunday and Weekly. Daily, 6,000, est. 1870; Sunday, 7,000; Weekly, 14,000, est. 1887. Saginaw (pop. 60,000) is the third city in Michigan. For further information address **H. D. LA COSTE**, 38 Park Row, New York.

JACKSON (Mich.) PATRIOT, morning, evening, Sunday and twice a week. The leaders in their respective fields. Exclusive Associated Press franchise. Only morning newspaper in this section. All modern improvements. Rates reasonable. The leading advertisers in the country are represented in the **PATRIOT's** columns. Information of **H. D. LA COSTE**, 38 Park Row, N. Y.

MISSISSIPPI.

THE WATCHMAN has a large circulation throughout the Southern States, and is a splendid advertising medium. Send for sample copy and advertising rates. **JAS. M. WALKER**, Publisher, Williamsburg, Miss.

THE RIPLEY ADVERTISER is the oldest paper in North Miss. and circulates in a rich farming section where dairy interests are developing. Wants advertising and offers low rates: 25 cents per inch per month, cash. Address **C. A. ROBERTSON**, Ripley, Miss. Circulation growing rapidly.

MISSOURI.

KANSAS CITY WORLD, daily exceeding 35,000, Sunday 50,000.

"**WE** have to make it good because so many read it." **MED. FORTNIGHTLY**, St. Louis.

TO reach the 50,000 lead and zinc mines of Southwest Missouri, use the columns of the **Webb City Daily and Weekly SENTINEL**. A live, progressive and up-to-date paper.

NEBRASKA.

NEARLY 700 publishers are increasing their circulation by offering to Germans the **FREE PRESS**, Lincoln, Neb., at 65 cts. per year; 5 page wkly; samples free. Write for particulars.

NEW HAMPSHIRE.

Established 1877.

The GRANITE MONTHLY

Beautifully Illustrated.

A New Hampshire Magazine.

FRANK E. MORRISON, . . . Special Agent,
TEMPLE COURT, NEW YORK.

NEW JERSEY.

THE DECKERTOWN INDEPENDENT has the largest circulation of any paper in Sussex Co.

BRIDGETON (N. J.) EVENING NEWS leads all South Jersey papers in circulation. Space ads 12 cents, 15 cents, 25 cents an inch an insertion.

THE EVENING JOURNAL,

JERSEY CITY'S

FAVORITE FAMILY PAPER.

Circulation, - - - - **15,500.**

Advertisers find it PAYS!

THE oldest newspapers are not necessarily considered the best mediums. The best advertising mediums are the newspapers that have had an existence long enough to acquire a leading position in importance and influence at home—also to be known by name in every section where published. **THE SOUTH JERSEYMAN**, published at Salem, N. J., by its bright up-to-date news, enjoys this distinction over its older competitors. Ad space reasonable.

NEW YORK.

QUEEN OF FASHION, New York City.

Issued monthly. A million copies a year.

SEE CORNING DISTRICT ERWORTH BANNER, under Pennsylvania. Guarantees \$500 per issue.

READY prints illustrated. No advertising. No plate matter. Half-tone engravings of live subjects. Prices about the same as for the old-fashioned ready prints. Only one paper served in a town. Send for samples. **CHARLES H. WEBSTER**, Publisher, Buffalo, N. Y.

ELMIRA TELEGRAM.

ELMIRA, N. Y.

Known Circulation Over One Hundred Thousand Copies Weekly.

A. FRANK RICHARDSON, General Agent.

Rooms 13, 14 and 15 Tribune Bldg., New York City.

VIRGINIA.

THE STATE, Richmond, the leading evening paper in a community of 135,000 people, publishes full Associated Press dispatches, and is a live, up-to-date family newspaper. New management, typesetting machines, new press and many improvements. Greater local circulation than any other Richmond daily. Prices for space of H. D. LACOSTE, 38 Park Row, New York.

MONTANA.

THE LIVINGSTON ENTERPRISE: eight pages; all home print. Circulation exceeds 1,000.

ANACONDA STANDARD. Circulation three times greater than that of any other daily or Sunday paper in Montana: 10,000 copies daily.

OHIO.

THE PRESS, Columbus, only Democratic daily in Central Ohio.

LARGEST circ'n of any Prohibition paper in nation: **BEACON AND NEW ERA**, Springfield, O.

PENNSYLVANIA.

TUOGA CO., Pa., and **Steuben Co.**, N. Y., are the home field of the **ERWORTH BANNER**, a magazine in newspaper form. Ads 50c. per inch per issue, next reading. Wellsboro, Pa.

THE PATRIOT, Harrisburg, Penna. Forty-third year. Politics, independently Democratic. Leading paper at State capital; 8,000 daily, 5,000 weekly. Rates low. Population 54,000.

A WAY down in the corner of the splendid Keystone State is the richest, most beautiful county of all, with only 180 square miles and 90,000 people. Delaware County, with the city of Chester, are covered thoroughly by the **Chester TIMES**, the best local daily in Pennsylvania, and excelled nowhere in the thoroughness with which it covers its district. Everybody reads it because it is so full of local news and good advertisements. **WALLACE & SPROUL**, Chester, Pa.

RHODE ISLAND.

THE HOME GUARD, Providence, R. I. Tenth year. Circulation 50,000.

SOUTH CAROLINA.

THE daily edition of **THE STATE**, Columbia, S. C., is the most popular paper in a hundred South Carolina towns. The semi-weekly edition reaches over 1,000 post-offices in South Carolina.

WASHINGTON.

SEATTLE TIMES.

SEATTLE TIMES is the best.

SEATTLE POST-INTELLIGENCER.

THE TIMES is the home paper of Seattle's 60,000 people.

SEATTLE'S afternoon daily, the **TIMES**, has the largest circulation of any evening paper north of San Francisco.

"**I**n her **POST-INTELLIGENCER** Seattle has one of the four great papers of the Pacific Coast."—*Harper's Weekly*.

WISCONSIN.

WISCONSIN AGRICULTURIST, Racine, Wis. Only English agricultural paper printed in the State. Rates only 20 cents a line. Circulation over 25,000.

CANADA.

THE BERLIN RECORD (daily and weekly) is acknowledged to be the best advertising medium in Waterloo County, as it indisputably is the leading newspaper. **THE DAILY RECORD** is the paper of a large and progressive manufacturing town. The people who read it are well-to-do German Canadians who have money to spend. **W. V. TUTTLEY**, Business Manager.

MEXICO.

WE solicit ads for **EL FARO**. But we will not accept everybody's ad. From strangers we will exact a deposit for the protection of our cause. We can't afford to take in a dollar ourselves and have any of our lambs fleeced of several. Apartado 385, Mexico City.

SO. & CEN. AMERICA.

P PANAMA STAR & HERALD.
ANDREAS & CO., 52 Broad St., Agents.
Send for sample copy.

CLASS PUBLICATIONS.

Advertisements inserted under this heading, in the appropriate class cost 25 cents a line, for each insertion. One line, without display or black-faced type, inserted one year, 22 weeks, for \$13, 6 months for \$6.50, 3 months for \$3.25, or 4 weeks for \$1. Display or black-faced type charged at 50 cents a line each issue, or \$25 a year, or \$2 a month, for each line of print space occupied by the whole advertisement. For the publisher who does not find the heading he wants one will be made to specially fit his case.

AGRICULTURE.

HOME AND FARM, Louisville, Ky.
BREEDER AND FARMER, Zanesville O.
PACIFIC RURAL PRESS, San Francisco, Cal.
WISCONSIN AGRICULTURIST, Racine, Wis.
WISCONSIN AGRICULTURIST, Racine, Wis.

A. P. A.

A. P. A. MAGAZINE. New. 15,000 circulation already. 100 large quarto pages. \$3 yearly, 25c. monthly. None free. San Francisco, Cal.

ART.

ART LEAGUE CHRONICLE, Leavenworth, Kan.
BAKERS AND CONFECTIONERS.

SUPPLY JOURNAL, 173 Chambers St., New York.

BOOTS AND SHOES.

"BOOTS AND SHOES" WEEKLY, N. Y. City.

CARRIAGES AND WAGONS.

THE HUB, 247 Broadway, New York.
The leading monthly, containing all that pertains to the art of carriage building, and circulated all over the world.

THE HUB NEWS, 247 Broadway, N. Y.
The only weekly paper published in the interests of vehicle mfrs. and dealers.

COAL.

COAL TRADE JOURNAL, New York City

COMMERCIAL TRAVELERS.

THE COMMERCIAL TRAVELER, St. Louis, published in the interests of and circulates among commercial travelers. Bona fide circ'n, 4,650.

DANCING.

THE BALL ROOM, Kansas City. Semi-monthly.

DRUGS AND CHEMICALS.

WIS. DRUGGISTS' EXCHANGE, Janesville, Wis.

FASHIONS.

QUEEN OF FASHION, N. Y. City.

Issued monthly. A million copies a year

THE WAVE, San Francisco, Cal. 13,000 weekly.

FRIENDS.

FRIENDS' INTELLIGENCER, Philadelphia. Established 1844. Circulation 3,500.

GERMAN.

THE TAEGLICHE ABEND PRESSE, daily, published at Cincinnati, is credited with the highest circulation rating accorded to any German daily in Ohio.—From *Printers' Ink*, issue of May 15, 1896.

HARDWARE AND HOUSE FURNISHING.

HARDWARE DEALERS' MAGAZINE.

Goes to Hardware Dealers.

D. T. MALLETT, Publisher, 271 Broadway, N. Y.

HISTORICAL.

THE AMERICAN HISTORICAL RECORDER, a Monthly Gazette of the Patriotic Hereditary Societies of the United States of America. Send for advertising rates and specimen copies. 150 S. Sixth St., Philadelphia, Pa.

HOMOEOPATHY.

HOMOEOPATHIC RECORDER, Phila., Pa.

HOUSEHOLD.

WOMAN'S FARM JOURNAL, St. Louis. Monthly.

JEWISH.

JEWISH SPECTATOR, Memphis, Tenn., and New Orleans, La.—Oldest, largest, best, most widely circulated Southern Jewish paper.

KNIGHTS OF PYTHIAS.

THE KNIGHTS' JEWEL, Omaha, 60,000 yearly.

LARGEST CIRCULATIONS.

ELMIRA, N. Y., TELEGRAM: Over 100,000 weekly.

LITERATURE.

THE WAVE, San Francisco, Cal. 13,000 weekly.

LUMBER.

SO. LUMBERMAN, Nashville, Tenn. Covers South.

MEAT AND PROVISIONS.

The National Provisioner, N. Y., Chicago.

MEDICINE AND SURGERY.

MEDICAL SENTINEL, sworn cir. Portland, Or.
WESTERN MEDICAL AND SURGICAL REPORTER, St. Joseph, Mo.

MINING.

MINING AND SCIENTIFIC PRESS, San Francisco.

PAINTING.

PAINTING & DECORATING, 247 Broadway, N. Y. The finest and most complete paper published for the trade—one issue worth more than price of a year's sub'n.

PARKS AND CEMETERIES.

PARK AND CEMETERY, Chicago. Monthly.

PHILATELY.

AMERICAN PHILATELIC MAGAZINE Omaha, Neb. Monthly. Stamp men like it.

PRINTING INDUSTRIES.

PAPER AND PRESS, Philadelphia, Pa. The leading technical magazine in the world of its class—indorsed by and circulating exclusively to employing and purchasing printers, lithographers, book binders, blank book makers, manufacturing stationers, engravers, etc., etc. Sample copies and rates on application.

RELIGION.

CATHOLIC WESTERN CROSS, Kansas City Mo.

SECRET SOCIETIES.

THE LODGE RECORD, Watertown, New York.

SKANDINAVIAN.

THE highest circulation rating of any Skandinavian paper in America is accorded to the DECORAH-POSTEN OG VED ARNEN, issued twice-a-week, in the Norwegian-Danish language, at Decorah, Ia.—From *Printers' Ink*, issue of May 15, 1896.

SOCIETY.

THE WAVE, San Francisco, Cal. 13,000 weekly.

SPANISH.

REVISTA POPULAR, established 1888. Largest Spanish circulation in the world. Translations in all languages: 46 Vesey St., N. Y. City.

SUNDAY PAPERS.

ELMIRA, N. Y., TELEGRAM: Circulation over 100,000 copies weekly.

TEXTILE.

TEXTILE WORLD, Boston. Largest rating.

TYPEWRITERS.

PHONOGRAPHIC WORLD, New York City.

WELSH.

Y DRYCH. For half a century the national organ of the Welsh people. Weekly issue 12,000 copies. For advertising rates address Y DRYCH, Utica, N. Y.

WOMEN.

QUEEN OF FASHION, New York City.
Issued monthly. A million copies a year.

Why Does He Regret

...Because:

*Being one of the
Largest Street Car Advertisers
In America he knows by
Experience that—*

Carleton & Kissam are the largest

That they have won this position by over
That when they state that his card is in an
That their rates for advertising are the lowest
That being a man of large interests, he has
those who do not sell full-time cars
requires constant excuses for its inefficiency

THANK

WHY NOT PLACE YOUR ADVERTISING
SAVING IT

CARLETON & KISSAM

18 BRAND

et the Other Tenth"?

BRENT GOOD, President Carter Medicine Co.,

CARTER'S LITTLE LIVER PILLS, N. Y.

WE consider street car advertising rightly done as a valuable adjunct to our newspaper work, and a first-class medium in itself. Our experience with Carleton & KISSAM has been that they thoroughly understand how to properly and honorably conduct their business. We have found where such a perfect system, such a square response for bills rendered and such a novelty as receiving **more than we are charged for**, that while we have dropped out of some cars, we have increased our line with Carleton & KISSAM, and they are now doing nine-tenths of our street car advertising, and our only regret is the other tenth.

the large concern of their character in the world.

verses' practical experience.

and he KNOWS it's there.

Now being based on full-time cars he gets what he buys.

has to waste doing business with irresponsible parties, cars, and with improved (?) ideas, but whose service

THERE ARE MANY OTHER REASONS IN ADDITION.

SIN EXPERIENCED HANDS?

TIME, MONEY AND ANNOYANCE!

FROM FIELD STREET, BOSTON.

FLOOR POSTAL TELEGRAPH BUILDING, NEW YORK.

AND OFFICES.

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

Issued every Wednesday. Subscription Price: Two Dollars a year. Five Cents a copy; Five Dollars a hundred. No back numbers. After December 31 the subscription price will be increased to Five Dollars a year.

Publishers desiring to subscribe for PRINTERS' INK for the benefit of advertising patrons can obtain special terms on application.

Being printed from plates, it is always possible to issue a new edition of five hundred copies for \$35, or a larger number at same rate.

If any person who has not paid for it is receiving PRINTERS' INK, it is because some one has subscribed in his name. Every paper is stopped at the expiration of the time paid for.

NEW YORK OFFICE: NO. 10 SPRUCE STREET,
CHICAGO AGENTS,
BENHAM & INGRAHAM, ROOM 24, 145 La Salle St.
LONDON AGENT,
F. W. SEARS, 138 Fleet St.

NEW YORK, SEPTEMBER 25, 1895.

BRIGHT ads insure bright business prospects.

SELF-MADE ads seldom make self-made men.

THE ad that is pointed leaves an impression.

AN advertisement, like a man, will weaken with age.

ART without heart in advertising is seldom successful.

THE ad may be grave or gay—if it is sensible, it is good.

CONCENTRATION is the secret of success in advertising.

A GOOD ad serves two masters—the advertiser and the customer.

NEXT after persistency variety is the cardinal advertising virtue.

AS A result of bad advertising the merchant—not his goods—is sold.

READERS do not go along looking for the ad—it must come to them.

IF the ad is forgotten as soon as it has been read, it is not a good one.

A GOOD ad is one which seems all the better upon being read a second time.

EVERY ad should have some particular point to make, and make it plainly.

UNLESS the writer feels an interest in the ad, he cannot expect the reader to do so.

AFTER all, the best ads are those that evince the most knowledge of human nature.

AN ad, unlike a personal solicitor, never bores a man. It is generally read during leisure hours.

ANNOUNCING bargains that you haven't got is asking the public to go and prove your untruthfulness.

SMART expressions are not essential for the making of a good ad; you can build one out of the homeliest words.

IF you have truthful ads, employ truthful salesmen also, or the latter may undo the good work of the former.

DON'T give the public credit for knowing much about your business; the fact is, they don't know half as much as they think they do.

DURING the week ending Wednesday, Sept. 18, four hundred paid-in-advance subscribers were added to PRINTERS' INK subscription list.

IF your announcement can only excite curiosity to know more about your goods, it has effected its purpose. Your salesman should do the rest.

STANDARD value publications do not, as a rule, sell their space to any one advertising agent. Weak ones sometimes do.—G. H. Haulenbeck.

IT may cost something in advertising to attract a new customer, but it costs nothing to treat him so that he will come again and perhaps come many times.

IT is better to cover a small area of population thoroughly with one's advertisements than to dissipate their effectiveness by spreading them thinly over a large area.

GOOD soldiers don't cease firing as soon as an advantage is gained. Good advertisers keep "everlastingly at it" so long as there are customers to procure and new goods or special values to announce.

WHAT appears to the uninitiated lavish expenditure may be economical advertising. Small ads that cost little and produce nothing are certainly less economical than large, costly ads which bring results in proportion to their size and cost.

THE quality of the advertising done will usually be reflected in the kind of people it draws. If a merchant harps on cheapness only, he will draw to his store the poorest portion of the population; if quality is his watchword, he is apt to get an entirely different class of customers.

THE *Mercantile Journal*, of Pittsburgh, has been interviewing advertisers as to the necessity of the jobber in business. The replies are unanimous in intimating that the jobber, by effective and economical distribution, aids both manufacturer and retailer, and practically reduces the cost to the consumer, instead of increasing it, as is popularly supposed.

A THREE AND ONE-HALF inch advertisement inserted in the newspapers named below, every other week, twenty-six times, would cost, at rates, as follows:

San Francisco, Cal.	Pacific Rural Press,	\$ 71.34
Chicago, Ill.	Prairie Farmer,	203.84
Louisville, Ky.	Home and Farm,	299.88
St. Louis.	Colman's Rural World,	117.85

It is found, however, that including with an order for this service a two-line advertisement, twenty-six alternate weeks, thus making the contract cover fifty-two insertions, the service, at rates, figures as follows:

San Francisco, Cal.	Pacific Rural Press,	\$ 63.64
Chicago, Ill.	Prairie Farmer,	190.95
Louisville, Ky.	Home and Farm,	275.40
St. Louis.	Colman's Rural World,	110.39

AN ENGLISH JOKE.

A. F. James is responsible for the statement: "Even the blind now see that we keep the best goods at merely nominal prices." This is good! Why not continue in the same strain? Let us take Mr. James by the ear and whisper these suggestions in his auricular appendage:

Armless people wave their stumps for joy when they see my bargains.

Legless people hop to my store on special sale days.

Even deaf people can hear the sound of my hammer as I knock down the price of my goods.—*London Fame*.

OUR POST-OFFICE.

It seems to be the proper caper to jump on PRINTERS' INK as often as possible. The Post-Office Department takes the initiative, and when it can find nothing else of special importance, the "Little Schoolmaster" is laid out with neatness and dispatch. Other publications may crowd postal laws and regulations far beyond what PRINTERS' INK does, but for some unknown reason the department apparently cannot see anything bad unless it emanates from Spruce street. PRINTERS' INK has done good work in bringing out advertisers, and in this way has put a great deal of money into the pockets of publishers; therefore, in the skirmish that is going on between Uncle Sam's stamp-lickers and the house of Rowell, it is but fair to keep hands off the under dog in the contest.

Any post-office interference with PRINTERS' INK, of recent date, exists only in the imagination of a few people who tell what they wish rather than what they know. *Newspaperdom*, however, has thanks for its words of kind intent. Of late the Post-Office Department seems to have gotten its belly full of PRINTERS' INK, and is more inclined to look after victims not quite so capable of taking care of themselves. It is even possible that in time the Little Schoolmaster may enjoy all the privileges accorded to political journals. After all, postal facilities ought to be accorded by right and regulated by law instead of being matters of official favor or caprice.

THE "ITEM'S" SUCCESS.

The Philadelphia *Item* has not reached its present proud position by accident, but by hard work. While getting the greatest and most gratifying results for its advertisers, the *Item* is itself one of the most extensive advertisers, using every legitimate means to keep prominently before the public. Some newspapers think such a course unnecessary. The *Item* believes that a good article like the *Item* cannot be too extensively advertised. And it is a fact worth considering carefully, that if the *Item* did not deserve recognition, it would not have reached its 200,000 circulation, daily and Sunday.

CLEARING AWAY OBSTRUCTIONS.

George W. Childs Drexel came into the newspaper field without experience, yet has steadily demonstrated his ability. He cannot, in a short time, overturn the iron-clad rules and regulations made by Mr. Childs, but, one by one, he is clearing away obstructions, and, if his determination continues, he will succeed in making a great paper.—*Philadelphia City Item*.

A TOMB-STONE advertisement should not necessarily be a dead one.

BUILDING UP MAIL ORDER TRADE.

By J. Angus MacDonald.

Last fall, when I took charge of the mail order department of the Denver Dry Goods Co., in Denver, Colo. (in connection with its advertising), their mail order business was hardly sufficient to keep one girl busy.

After six months, I found the mail order business for the last three months of this period had increased 300 per cent over the first three months.

It was building business by business methods—as I had learned to do while advertising manager for Jordan, Marsh & Co., Boston, whose mail order department is one of the largest in the world.

During my two years' stay in the advertising chair with Jordan, Marsh & Co. it was necessary for me to remain in close touch with the mail order department. Fortunes were annually spent in advertising that particular line of business. Catalogues, circulars and special mail order ads were being constantly ground out from the advertising mill, and, naturally, I had to keep trace of results.

Thus I learned a mail order knowledge that stood me in good stead in Colorado.

There were scarce a thousand names on the mail order books of the Denver Dry Goods Co. Apparently, no attention had been paid to what ought to be a flourishing branch of the business. I instantly determined upon a course of action.

A four-page illustrated circular setting forth the advantages of "shopping by mail," and speaking in a general way about the stocks carried, was written and printed. This, an order sheet and a return envelope were to be sent out to 10,000 possible customers.

But there were only 1,000 names on the books! Where were the other 9,000 to come from?

I finally induced the manager of the *Times-Sun* to allow me to use 9,000 names from his mailing list. I promised faithfully these names would not go outside of the *Times-Sun* building except on the wrappers—and they did not.

From about 40,000 names I selected 9,000, scattered in the small mining and farming region adjacent to Denver. I took care to steer clear of large

cities, as customers are less likely to appear where there are good-sized local stores.

So clerks were sent down to the *Times-Sun* building and they soon sent out the 10,000 circulars.

In the meantime I began to "whoop-up" in the newspaper ads. I had four cuts made, and scarce an ad was written that had no mention made of the mail order department.

These came as foot-notes to the bargain stories and particularly dwelt upon carefulness and promptness in filling orders.

This sort of thing at once began to bear its fruit in the shape of increased orders.

After firing this first gun I determined to get a list of good, reliable names—say ten or fifteen thousand live possible buyers throughout Colorado and adjacent States, to whom I could send mail order literature.

How was I to get these names?

I did not care to bother the newspapers every time I wanted to send out a catalogue or circular, and I could not beg, borrow or buy such a list as I had in my mind's eye. A list of reliable names is the most important adjunct of a mail order department.

One day, when I was for the hundredth time trying to evolve some scheme wherewith I could secure these names, an idea suddenly shot in my brain.

I hastened down to the Wells-Fargo Express Co. and asked the manager if he would indorse a request from the Denver Dry Goods Co. to all the sub-agents of the Wells-Fargo Express in Colorado, New Mexico, Arizona, Utah, Wyoming and surrounding territories. This request was to be a circular type-written letter, signed by the Denver Dry Goods Co. and indorsed by the Wells-Fargo Express Co., asking the express sub-agent at Arishipa, Ariz., or Sagucho, Colo., or wherever he might be, please to send to the Denver Dry Goods Co. a complete list of people in his locality who were in the habit of ordering goods by mail or express, or who might do so if catalogues were sent them. Mr. Connor, the Wells-Fargo general agent—who at once saw a possible increase in this business—readily consented to this. Mr. Randall, of the Adams and Rio Grande Express Co's, also thought "it a good thing," and presently all the

express companies running out of Denver were "pushing it along."

Thus, in every crook and cranny of the Rocky Mountains—in every small town west of the Missouri and east of the Sierras—the sub-agents of the Wells-Fargo, American, Pacific and Rio Grande expresses were busy gathering names of the best possible order.

The sub-agents responded promptly and well, and soon I had the satisfaction of having 15,000 names at practically no cash outlay whatever, indexed in proper order where I could glance at them in a moment.

About December 1st I sent out 5,000 copies of a twelve-page illustrated Christmas catalogue. This was seasonable and sent to 5,000 select names. It was a shot that told and paid for itself splendidly.

In February I began work on the spring and summer catalogue, which, when issued some weeks later, at once began to pull in orders. By using only stock cuts—which were furnished free by Eastern wholesalers and importers—and selling advertising space to the same genial gentlemen, the cost of the book was reduced to about four cents per copy—a figure remarkably low for a good-sized dry goods catalogue of 15,000 edition.

All this time I made frequent references in the regular daily and Sunday newspaper announcements about the beauties of mail order shopping. These reminders to country readers did considerable good.

I made it a point to treat all mail orders and inquiries with the utmost promptitude and carefulness. When occasion demanded it the customer always received comprehensive personal letters—samples of whatever was sampleable were gladly sent—and in short, every effort was made to make each customer feel that his or her order was a special subject. Thus I gained in many a Western ranch, mining camp or small town quite a circle of unknown friends—whose faces I never saw and never will see. No attempt was made at any time to foist inferior goods upon them—they received exactly the same benefit from "special sales" as did the city shopper.

A semi-annual catalogue, issued in the spring and fall, as well as a variety of other mail order literature, is very necessary for a successful mail order business. Jordan, Marsh & Co. issue

400,000 semi-annual catalogues, which are household encyclopedias of their eighty odd departments, as well as a variety of smaller catalogues and circulars for all seasons.

Special mail order ads are much used with benefit by several large houses who can afford such expedients. The *Ladies' Home Journal* and the *Youth's Companion* are splendid mediums.

Clean, fresh lists are also necessary—in fact no work can be done to build up a trade unless the proper names are secured. It is a waste of money, time and labor to bother about ancient lists, which contain more or less names of dead people and non-residents.

A mail order department pays. This is attested by the attention paid such departments by the leading retail houses of the world.

With the average retail house the advertising manager and the mail order manager is one and the same individual. With a large house the advertising manager ought to keep in constant touch with the mail order business, as its success depends so largely upon his efforts.

ADVERTISING THE ELECTRO-POISE.

"We came to New York two years ago," said J. H. Webb, the advertising manager of the Electrolibration Co., 1122 Broadway, whose Electropoise advertising is pretty well known to readers all over the country. "Our business was started in Birmingham, Alabama, in the fall of 1888. The following year we went to New Orleans and cured 88 out of 91 cases of yellow fever with our invention. That boomed us in the South and was the first big ad we had. We then opened branches in Atlanta and Washington, using the local papers only. We had always entertained the idea that advertising would be the great factor in our success, but did not begin a regular campaign until we reached New York. We regarded this as the best city in the country for any specialty that must depend largely on advertising, and we came here with the intention of making our department of publicity and promotion the feature of our business. This caused our removal to our present conspicuous location in April, a year ago. Our script sign high up on the triangular building, commanding a wide sweep up and down Broadway and

across Madison Square, illuminated at night, is one of the most conspicuous and striking ads in New York City. We consider its money value equal to at least half of our rental here. The main thought to which I have always given attention is the character and circulation of the mediums I use. We belong to the class who are forced to use monthly and weekly mediums exclusively. We have but one thing to sell, and it commands \$25, with no possible discount, therefore we must go no lower than people of at least moderate means. Our preference is the religious periodical press. Then come the substantial monthlies. We get excellent results from the *Cosmopolitan* and latterly from *Munsey's*. But our first choice is the solid old religious weeklies of largest circulation. They are 'taken in' by thinking people and we have only to set these people to thinking about us. We make yearly contracts and I use the space as my judgment dictates, but don't use much in the summer time. I think people don't gather round the fireside and read in the summer evenings. Another thing, they go off on vacations and forget their ills in their outings. Many of the ailments we profess to cure, such as rheumatism, vanish or are subdued during the genial months. I run space ads of quarter or half-page or equal in size. A small ad is no good to us. We must have space, as we always use an illustration of the article. I favor display in the arrangement of an ad. I like an open display ad in which a catch-word or sentence in handsome type strikes the keynote. A cut combining the word Electropoise in large, heavy script and a picture of the article is always used also. I am a great believer in a magazine write-up, or reading article. I make a selection of the best mediums and make terms for 2 or 3 pages immediately before or after the reading pages, so that during the fall and winter I have at least one write-up, so appearing each month. In this way I think I can cover each year the greater majority of the public we are after, with a serious article. The individual who will read an article of this kind through once will rarely forget what it is about. Our regular space ad the other months is a constant reminder. I do not know of a more thorough plan than this. Of course, Sunrise Soap or Royal Baking Powder wouldn't

need this long reader, but we have an invention the very name of which suggests mystery to the majority of people and we have to tell a good deal about it—explain it. One feature of our advertising is that we never use dailies, and I do not think we shall ever change our plans in this respect. A quiet, steady campaign among home readers is what pays us best. People have to learn something about an article that costs \$25, especially one advertised as a 'cure all,' as ours is. We have come to the conclusion that the daily press would be only a sieve for our advertising appropriation.

"Testimonials, and how to get them before the public, play, of course, a very important part in the general question. This also calls for liberal ad space, and we have issued a book-full, for which Mr. Charles Austin Bates wrote a 10-page introduction, which we consider very well done. We employ no selling solicitors, but frequently make special agents of people whom the Electropoise has cured. This, in our opinion, is directer even than printers' ink. There is no discounting the value to a curative invention of a walking ad, and especially to us, as our remedy is quite out of the ordinary line. We used to circularize, but I think we lost every cent we ever put in it. I place very little business through solicitors or agencies. I wait till I am attracted in some way to a certain medium, make inquiries till I am satisfied, then sit down and write for rates and make my own contracts. I may be hard on the soliciting fraternity, but I have a constant fear these fellows that come up here and talk to me will some day make me believe that black is white. Perhaps I'll get used to them. I have also figured with agencies, but I like to be independent. For the most part I prepare my own ad matter. Occasionally a design or an idea comes along that I can use, but the business is a peculiar one and not readily amenable to the ideas of the ad-smith.

"Although only two years before the general public, we are on the whole pretty well satisfied with our ad experience. One thing we are fully sure of: we can't get along without advertising. Fully eighty per cent of our orders now come from it.

"We shall increase our expenditure this fall at least twenty-five per cent."

J. L. FRENCH.

ADVERTISING A WATCH.

The President of the New York Standard Watch Company is a busy man, but he found time to answer some of my inquiries as to his methods and theories of advertising watches.

"What is your idea of advertising a watch?"

"Before I can answer that specific question I must explain that all our product is taken by a little over a hundred jobbers; they, in turn, sell to the retail jewelers, who number about eighteen thousand, and these jewelers distribute the goods finally to the public, so you see we, as manufacturers, are some distance from the final consumption of our products. At the outset we had to determine whether we would go into the general field and educate the big public, or take the special field and exploit our watch to the dealers. We decided upon the smaller area."

"Why? Don't you believe in general newspaper advertising?"

"Undoubtedly. But a watch is peculiar in this: that it is an intricate machine, requiring technical knowledge and trained skill to fully appreciate it, and the average citizen *must* depend upon the advice and suggestion of the jeweler in the purchase. It needs a different sort of advocate than that required to sell soap or chewing tobacco. The prospective watch buyer has more to learn, in the initial stage, than the customer for sarsaparilla. I think it might cost too much to attempt to educate the whole body of the people to appreciate the merits of this particular watch as against all others in its class—that is to say, the slowness of the returns would render the profit disproportionate to the cost."

"Do you use any catch-phrase like 'You touch the button,' etc., in your ads for the trade?"

"We have spent a good many thousands of dollars in persistently keeping before the jewelry trade the phrase, 'The best watch in the world for the money.' Go into almost any jewelry store in America and ask 'What is the best watch in the world for the money?' and the answer will come back quickly, in nine cases out of ten, 'The New York Standard Watch.' The association of ideas will compel that answer, even if the jeweler has never handled our watch. It is an example of the compelling force of the persistent falling of the advertising water-drop upon the business mind."

"What single ad experience have you found most profitable?"

"Well, that is pretty difficult to determine. Probably this attracted most attention, both in this country and abroad," and the speaker handed the reporter a very handsome 24-page booklet of generous size—eleven inches by eight—entitled, "The story of my first watch." It contains the experiences of various distinguished American men and women concerning their first watch—their pride in it, the emotions it excited, its final history, etc.; and was beautifully illustrated with half-tone portraits of the distinguished authors of the articles and their fac-simile autographs. Each article was personally written for this booklet by the eminent people who contributed to it—among whom are Chauncey M. Depew, Mrs. Jefferson Davis, Edison, Frederick Douglass, Mrs. John A. Logan, Bill Nye, Col. Ingersoll, Gen. Jubal A. Early, Judge Field, Gen. Franz Siegel, T. V. Powderly, Chas. A. Dana, Hoke Smith, Senator Sherman, Gen. Fitzhugh Lee, Rev. T. De

Witt Talmage, Senator Pepper, Gen. O. O. Howard, Ward McAllister, Mrs. Belva Lockwood, Thomas C. Platt, Theodore Thomas, Ex-Senator Ingalls, Gen. Kirby Smith, Ex-Secretary Bissell, Carl Schurz and others.

"We thought it quite an advertising triumph to secure such an array of eminent contributors, and made a book unique in every respect. We gave it out in lots of one hundred to retail jewelers for free distribution, and to-day it is undoubtedly carefully preserved in many a household. We believe we got up something too attractive and interesting to throw away. In fact I have positive evidence that it made quite a hit in the trade." A. B. C.

ENGLISH DRY GOODS ADVERTISING.

One of the things that astonishes American advertisers who visit England is the limited amount of advertising done by the large retail dry goods stores. It is true that a few of the leading stores take space in the London dailies, but the matter, as a rule, is very stereotyped and unattractive. There is nothing like the huge page advertisements which appear in our papers. Even if advertisers wished to use space in this way they could not get it, for the London papers have iron-clad rules about the display and wording of advertisements. Every line inserted in their columns must conform to these rules, otherwise the advertising is refused.

"It doesn't pay to advertise in daily papers in this country," said the manager of a well-known London dry goods establishment to whom I spoke about advertising. "English ladies very rarely read the newspapers. The only advertisements they see are those appearing in the weekly fashion or society journals, and we generally advertise our specialties in these papers. When we have a bargain day we send out circulars, which are distributed by hand." This reminds me to mention that "bargain days" are conducted in a most peculiar fashion in England. A large retail store generally has a bargain day about once a month, and on that day all business is suspended, the shutters are put up and the place closed. It is a very solemn affair. When the bargain seekers, who have been notified of the great event by circular, arrive at the store they find a notice posted on the door, stating that so many persons will be admitted at a time to view bargains. They stand patiently outside the store, taking their turns, parties of a dozen being generally allowed to enter together. This I was told was done in order to avoid a panic and consequent loss of life. The English storekeepers look upon the American system of bargain days as something too horrible for the human mind to imagine. I may further mention that when stock is taken a store will be closed sometimes for several days, and no one is allowed to enter during that time.—*National Advertiser*.

CONDENSE.

The officers of a recent camp meeting advertise that "Requests for prayer cannot and will not be entered upon the prayer roll of the camp meeting if they are written upon both sides of the paper. Condense your petitions upon one page of note sheet."

"I TAKE it that the test of the best style of type is when you never notice it at all, but think only of what the author says to you through it."—*Theodore L. De Vinne, in the British and Colonial Printer*.

ADVERTISING TALK.

By Clifton S. Wady.

Advertising is talking. That's all it is—talking through type. The vehicle may be the newspaper, the billboard, or the thousand and one directions covered by folders, circulars, booklets, and the like. But an ad is "talk." If it's strong talk it's a strong ad. If it's weak talk it's a weak ad. If it's a long talk it's a wrong ad, commonly, for people must be approached by a system which excludes time-killing methods, no matter how well worked up. The best ad is a brief one, other necessary qualifications being present. It may occupy the same space, if you choose, as would the long ad we ache to print because we think we get more for our money. About the surest returns I see coming from all advertising is the white space paid to set off announcements. It always does its work well and if the balance of the ad territory is as effectively filled there's a good investment there.

You've heard this statement before, no doubt: that to make a good ad you should write as you talk. If you will heed it the advice will be found good. In so far as you get away from the colloquial style you are in danger of spoiling the drawing power of your announcement—this I mean is true of the average writer. There are exceptions to prove the rule.

* * *

There's many a business wreck which was stranded by the adoption of principles implied by ads that start off like this:

SELLING AT COST!

It isn't true that the bulk of buying people expect something for nothing. In each class of purchasers, in every grade of society, there is a quality limit, and merchants must meet this first—give the customers what they demand in quality, whatever that be, and let the price be as low as may be, after that. Price is not the first consideration with half-way-intelligent buyers. If you were in business to "sell once round" this matter would look different, perhaps.

My private opinion publicly expressed is: that there's more money being made to-day by those who harp on quality, than by those who "howl low prices." I really suppose there always will be a sort of narrow niche pervaded by rank atmospheres, wherein some misguided, industrious man may eke out a livelihood or gather an occasional fortune from filling a newspaper with his

GREAT SLAUGHTER,

FIRE AND WATER,

SELLING AT COST,

THIS DAY ONLY, ETC.,

but it is apparent to thinking observers that there has come a reaction; and the public, which was as plastic as a "chew" of Tutti Frutti under the oiled tongue of the big-mouthed ad screacher a few years ago, is now better endowed with understanding—born of experience—and the "circus style" of type talk that lured them shall lure them no more. Not for some time, or to any great extent, at least.

But I say all this with a knowledge—and acknowledgement—of the fact that there is a legitimate place for legitimate "bargain" advertising properly done by proper parties.

SEEING AND NOT SEEING.

As the Pennsylvania Limited was pulling out of Washington I fell to talking with a gentleman in the smoking compartment. Our talk drifted from journalism to advertising. I found out that he had been sheriff of Brooklyn some years ago and had started one of Brooklyn's leading papers and is now prominent in Washington. He remarked that he found a strange thing about advertising.

"What is that?"

"Well, while I think I never read advertisements I always appear to note when there is anything new in them."

"Now that suggests to me another thing," I replied, wishing to test a theory of mine. "You say you never read advertisements, and yet are you not familiar with the names of about every well advertised article?"

He pondered a moment.

"Sapolio," I suggested.

"Yes, and Pearline, and Soapine, and Pears' Soap and Ivory Soap."

"And Hood's Sarsaparilla?"

"Of course, and Ayer's, and Ayer's Cherry Pectoral, and Scott's Emulsion, and Lydia Pinkham's Remedies and Mrs. Winslow's Soothing Syrup."

"Ever hear of Royal Baking Powder?"

"Of course, and Cleveland's, too, and Cottole, and Liebig's Extract of Beef, and Baker's Cocoa, and Franco-American Soups, and H. O. and Quaker Oats."

The list was about as long as the list of advertised articles.

And when it came to big stores he remembered all the best of them in New York, Brooklyn and Washington, though he had never been in more than half a dozen of them in his life.

After this tell me the men don't read the advertisements!

It's my theory that they read them unconsciously—that women do the same thing—and that it's the unconscious reading of names and virtues that impresses the mind even when the mind does not know it.

And that is all advertising claims to do.

ADDISON ARCHER.

KEEP YOUR GOODS IN SIGHT.

Display as many goods as possible. The more goods you display the more you will sell. Not only make your display on the counter, but overhead, on the shelving in some proper way. The more attractive you make your displays the more you will interest people to buy your goods. Always keep your displays in good trim. See that they are dusted many times a day; and any goods which are taken down to be sold have their places taken by new goods. Put plenty of price tickets upon your displays, so that persons can readily see what the goods are sold for.—*Keystone*.

AN AGE OF PHRASES.

This is undoubtedly the age of phrase-mongers. The politicians realize this, and every party has its watchword. Art and literature have their phrases; and the men who advertise, perhaps more than any others, know the value of catchy epithets.—*Truth*.

ADDISON H. SIEGFRIED, manager of the *Ladies' Home Journal*, died at Waltham, Mass., Sept. 17, of peritonitis. He went there from Philadelphia on Friday last to visit Col. C. F. Spaulding, and was taken ill on Saturday night. He was 52 years old, and leaves two sons and a daughter.

A NEW WRINKLE.

Cut out any advertisement in this paper of your choice, paste it on a piece of paper, then write as head lines, at the side and across the paper, something like the following. You can write it in ink or pencil.

NAME OF TOWN, DAY AND MONTH.

We, the undersigned, have all read the attached advertisement cut from the *Farmer's Industrial Union*, of Columbus, O., and will remember the firm of (give name of firm whose advertisement you clipped and pasted on) if we want anything in their line, then (under above) let as many friends read and sign, in pencil or ink, their name and name of town and State in which they live. On first day of each month mail to the advertisers all that have been signed, being particular to pay the correct amount of postage, so they will be received, then send us a postal card and we will publish just how the count stands. Please say on your card how many firms' advertisements you clipped and how many friends signed the list by your work.

After you fill up and mail one list, you can take another advertisement and so on till all the advertisements appearing in all issues up to and including June 27, 1896, have been noted. The one making the most lists and having them signed by five or more persons, gets \$25. Each list is a separate account. Twenty-five dollars goes to the one who gets the most names on any one list. Ten \$10 bills go to the ten persons who get the most signers and who have answered all issues and all advertisements, old and new, up to and including June 27, 1896, and from August 17, 1895. The ten highest get \$10 each and the highest \$25, all in cash, and all get a year's subscription presented to themselves or any friend.—*Farmer's Industrial Union, Columbus, O.*

ESTIMATING A PAPER'S VALUE.

An expert advertiser can very closely estimate the advertising value of a daily newspaper at sight. If its general appearance, quantity and quality of news, etc., indicate that it is the kind of a paper he would like to read if he lived where it is printed, it is pretty certain to be a leading paper. A glance at the advertising columns shows how other advertisers appreciate it, and if it has been established years enough, to have a name and reputation abroad, nothing more is wanted, except reasonable rates. A daily paper of merit always has a good circulation. Without this it could not be sustained.—*Col. Lane, Toledo Blade.*

WHERE ARE THE THEATERS?

Why is it that theater managers so generally leave addresses from their advertising? A large amount of theater attendance must be from out-of-town visitors who never knew or have forgotten the location of the theaters. Besides, in every large city the names of the theaters are changed, and they move to new places now and then.—*The Waterbury.*

The fact of the matter is that advertising, which in its judicious forms always pays well, be the times good or bad, never pays better than when, after a long period of commercial depression, new and profitable opportunities are presented for the investment of money; when the people throw off the pall of doubt and uncertainty they have been so long wearing, and feel an assurance they have not felt in many months before, that the time is here at last when a dollar spent is more than likely to be a dollar well spent.—*Art in Advertising.*



There's Money in The Press

“THE PRESS, the most widely circulated Republican newspaper.”—*N. Y. Evening Post*, Aug. 2, 1888.

Since 1888, THE PRESS has grown in strength and importance. It is still growing and will keep on growing. It is officially recognized by the Republican State and County Committees as the leading Republican newspaper of the Empire State. With progressive advertisers,

The New York Press

is the standard by which other papers are rated.

POLITICS IN ADVERTISING.

It not infrequently happens in small towns, where political party spirit runs high all the year round, that merchants of a Republican persuasion will not advertise in the Democratic paper, and vice versa. They do not disguise their reasons—they would not contribute a cent toward maintaining an opposition paper. It is against their creed, contrary to their principles, etc., etc.

They never pause to consider that they are in the same position as the Irishman who sat on a branch of a tree while he sawed it off from the trunk! They won't even "tumble" when told about it.

There is a city within thirty miles of New York whose Republican mayor keeps a store and advertises in the Republican journal only, although the two parties in town are pretty evenly divided. I know of places in Ohio and Illinois where Democratic merchants would not advertise in the Republican local paper if they could get the space for a cent per inch!

Now what ridiculous folly this is on both sides! A Democratic and Republican dollar contain an equal number of cents. Republican custom is as valuable as Democratic patronage, but, rather than spend a few dollars in an opposition newspaper, a "political" merchant prefers to lose half the trade of the town! He should go out of business at once, get altogether into politics and—stay there.

None but the extremely narrow-minded would pursue such a ridiculous policy, but it is very prevalent in small places. In big cities such thick-headedness is rare, and yet it may occasionally be found. A friend of mine who solicits advertising for a very prominent metropolitan daily, told me that the sole reason a well-known merchant gave for not advertising in the — was that it was a Democratic paper! It is hard to conceive of such business asininity, but there are some minds so perversely constituted that they seem to revel in prejudices against even their own interests.

J. C. G.

Displayed Advertisements

50 cents a line; \$10 a page; 25 per cent extra for specified position—if granted.

Must be handed in one week in advance.

WISCONSIN AGRICULTURIST,
RACINE, WIS.

THE WAVE, San Francisco, Cal., the leading Pacific Coast society, literary and political weekly. E. KATZ, 186-187 World Bldg., New York, N. Y., sole agent. **13,000** weekly guaranteed.

EVERY PRINTER

CAN DO FINE Embossing upon the ordinary PRINTING PRESS. Send for Specimens. Sanders Engraving Co., St. Louis, Mo.

Wanted, the Best Salesman

on the road, to handle the "Century" Pony, the "New Model" Web and other high-grade printing machinery.

Technical knowledge not necessary and must possess sufficient adaptability to grasp salient points of the work.

None but a man of strong individuality, good address, indefatigable energy, and one who has acquired the habit of success, need apply. Do not call, but write with all particulars. All communications confidential.

CAMPBELL PRINTING PRESS & MFG. CO.,
6 Madison Ave., New York.

It Pays...

In advertising, to use a medium that reaches the homes of the well-to-do. It pays to advertise in a first-class religious family paper of high tone. We know it does and doubtless you do.

The Christian
Uplook

(formerly the Buffalo Christian Advocate) is the paper then about which you should write for full information.

THE CHRISTIAN UPLOOK,
(Established 1850.) Buffalo, N. Y.



Miss Lucy W. Lewis, of Randolph, Mass., a well-known and highly-respected lady, writes under date of Jan. 22, 1895: "I can speak only in praise of 'Ripans Tabules.' I am troubled by what my physician has called Nervous Dyspepsia. My work, that of a school teacher, often brings on a state of intense nervousness, which prevents digestion and results in severe headaches. I have found that by watching my feelings and taking a Tabule with meals—as I feel myself becoming tired and nervous—I get relief at the time and prevent further trouble. I have derived much benefit during the time I have used them, and do not intend to be without them."

Ripans Tabules are sold by druggists, or by mail if the price (50 cents a box) is sent to The Ripans Chemical Company, No. 10 Spruce St., New York. Sample vial, 10 cents.

The Clouds Drop Fatness

The
Dull
Times
Are Over.

The National Tribune Pays.

That is why the best advertisers have
used it for years.

Over 100,000 every issue.

No live business man will fail to adver-
tise this fall.

Address **THE NATIONAL TRIBUNE,**
Washington, D. C.

Or **BYRON ANDREWS,**
Manager Branch Office,
World Bldg., New York City.

JOHNSTON'S TALK.

THE home printer ought to get the work of home advertisers if he has the facilities to do it as well as it ought to be done. But there are plenty of advertisers who go away from home because they want something different from what the local printer can give them.

Those are the men I desire to interest in these little weekly talks of mine.

When they go away from home I would like to have them come to me. They can judge me by **PRINTERS' INK.** Here is what I call good typesetting and good printing.

I am "cheap" only in one sense—I give a man his money's worth.

Write me a letter the next time the home printer doesn't give satisfaction. No matter if the job is small. *I print everything.* **WM. JOHNSTON,** Manager Printers' Ink Press, 10 Spruce street, New York

A Greater Local Circulation

than that of any other Richmond
Paper.

The State.

The Leading Afternoon Family
Newspaper of Virginia.

RATES FOR ADVERTISING OF

H. D. La Coste,
38 Park Row,
New York.

**Special
Newspaper
Representative.**

...The
Jackson (Michigan)
Patriot

MORNING,
 EVENING,
 SUNDAY,
 AND TWICE-A-WEEK.

THE MORNING PATRIOT is acknowledged to be the best advertising medium in Southern Michigan. It is the only morning and Sunday morning newspaper in a territory 150 miles wide and 350 miles long. Has the exclusive morning franchise of the Associated Press.

THE EVENING PATRIOT is the leading evening newspaper of this section, and has a larger net paid circulation than any competitor. It also has an afternoon Associated franchise.

THE WEEKLY PATRIOT is just ending its 51st year, and is the household favorite with Jackson County farmers. All three newspapers receive generous patronage from local and the prominent foreign advertisers.

Rates for advertising of the home office, or

H. D. La Coste, **Eastern**
38 Park Row, **Advertising**
New York. **Manager.**

THE
Patriot

HARRISBURG, PA.

Is an extraordinary
 Advertising Medium.

It goes into nearly every home, office, store and shop in Harrisburg, and reaches every post-office in Dauphin County; is sold by agents or newsboys on all trains; has a wide distribution in 31 counties of the State having a total population of 1,533,128 people; circulates in tributary communities in 14 counties of the State having a population of 1,163,547. Added to these it has a large mail and news stand circulation in Philadelphia and Pittsburg.

We will send estimate for advertising upon application.

H. D. La Coste,
38 Park Row,
New York.

Doubt
 There
 Can
 Be
 No
 Doubt
 About
 The
 Peterson
 Magazine
 It
 Pays
 Advertisers

◆◆◆◆

Penfield Pub. Co.
 109-111 Fifth Ave.,
 New York.

◆◆◆◆

FRANK E. MORRISON,
 Special Agent,
 500 Temple Court,
 New York.

Some things are gratifying,
especially when a letter of this
kind is received regarding

THE Harrisburg TELEGRAM

Office of DR. RHODES,
Specialist.

HARRISBURG, PA., June 14.

The Harrisburg Telegram brings
me more money in return for my ad-
vertising bills than **any other** medium
I have ever used.

O. S. RHODES, M. D.



Is it necessary to say any
more and to waste ink and
paper in further extolling the
merits of our advertising col-
umns? I think not, except to
say that we cover over 2,000
towns in Pennsylvania alone.

WRITE FOR RATES.

Advertising Office:

517 & 518 TEMPLE COURT,
NEW YORK.

C. E. ELLIS, Mgr.

NEWS

DAILY
SUNDAY
WEEKLY

Wheeling, W. Va.

Guarantees:

- 1—A larger circulation in the city
of Wheeling than any other
paper.
- 2—A larger total circulation in
West Virginia and Eastern Ohio
than any other paper.
- 3—That their display advertising in
1894 exceeded by 40 per cent any
other paper in Wheeling.
- 4—An average circulation of 7,500
copies every day of the year.

Therefore

It is highly important that an
advertiser in order to cover above
territory thoroughly must use our
advertising columns, and he can
with the least cost.

For further information apply to

C. E. ELLIS, Special Representative,

517 and 518 Temple Court,
New York City.



New England ..Magazine..

Devoted to the interests
of New England People,
consequently read in all
parts of the United States.

WARREN F. KELLOGG,
PUBLISHER, BOSTON.

FRANK E. MORRISON, Special Agt.,
Temple Court, N. Y. Boyce Bldg. Chicago.

DOLLARS 950,000,000 bushels of
shelled

BY THE

Tens of Millions

are in the magnificent harvest that is
being reaped in the

North and Central West.

A Great Distribution

of the same will soon take place through
the channels of legitimate business.

Do You Wish A Share?

Then do not fail to secure the *helpful*
co-operation of the

North and West

which, through its advertising columns,
will introduce your business to its mul-
titude of substantial families who are
large producers and liberal consumers.

THE NORTH AND WEST,

1112 Lumber Exchange,

MINNEAPOLIS, MINN.

grain; 50,000,000 tons of fod-
der; that's the 1895 corn
crop of Illinois, Iowa and
Missouri. It will bring the
farmers of these three States
\$600,000,000. The fine hogs
and cattle of these States pay
good prices.

Take down the atlas, observe the
shape of these three States and the lo-
cation of Quincy, Ill., and you'll see
one reason why the farmers of these
three States can be most economically
and effectually reached through the
columns of the

Farmer's Call,

QUINCY, ILL.

J. C. BUSH, Times Building, N. Y. City,

EASTERN REPRESENTATIVE.

... *The* —

Transcript,

..... PEORIA, ILL.,

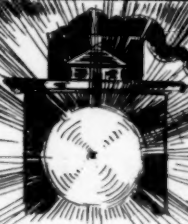
has just completed its

FORTIETH YEAR.

A large number of its readers have been continuous
subscribers during all this period, and THE TRAN-
SCRIPT has come down through one, two and three
generations of many a family in

..... CENTRAL ILLINOIS.

THE TRANSCRIPT is up-to-date. The Home of
THE TRANSCRIPT is a City of 60,000 People.



The Best Engineer

keeps his eye always on the track ahead. If he tried to be conductor, baggage man and all, there would soon be a smash. Other departments of your business demand your attention. Better let some one else handle the advertising throttle—preferably

LORD & THOMAS,
*Newspaper and
Magazine Advertising,*

45-49 Randolph Street,
CHICAGO.



Intelligent Advertising.

The great end and aim of all intelligent general advertising is to cover *all* the ground in a certain district *thoroughly*.

To do this, in the richest of the Western States, you cannot afford to leave out the lists of the Chicago Newspaper Union.

The Advantages are :

Saving of time and money in many different ways. Covering large territory at little expense. Reaching a class of people which gives the very best returns of all to the careful advertiser.

FURTHER DETAILS IN CATALOGUE.

**CHICAGO
NEWSPAPER UNION,**

93 S. Jefferson St.,

CHICAGO AND

10 Spruce Street • • • • New York.

DEPARTMENT OF CRITICISM.

By Charles Austin Bates.

Advertisers everywhere are invited to send matter for criticism; to propound problems and to offer suggestions for the betterment of this department. Anything pertaining to advertising will be criticised freely, frankly and fairly. Send your newspaper ads, circulars, booklets, novelties, catalogs. Tell me your advertising troubles—perhaps I can lighten them.

ADVERTISING IN GENERAL.

ISAAC GOFF, Real Estate, Mortgages }
and Insurance. }
PROVIDENCE, R. I., July 29, 1895. }

Editor of PRINTERS' INK:

We send you herewith a copy of "the new Map of Providence," containing our different ads, and have arranged with the publishers for ten thousand (10,000) copies, of which we are to have the exclusive use, the agreement being that they would not sell to any other party, and with the exception of those used in the atlas we have the remaining portion.

We intend to distribute these and should be very glad to have any suggestions or comments from your paper. Any favor that you may care to show us will, I assure you, be highly appreciated.

Very truly yours,
ISAAC L. GOFF,
Per M.

I should think this might be a very good scheme, if it doesn't cost too much. If it costs so much as to cause a reduction in the expenditure for newspaper space it should not be used. As a method for obtaining publicity for the mere name of the company, it has good features. For the purpose of conveying some distinct information about the business, it is practically worthless. This sort of thing generally costs a great deal more than it is worth. The advertiser will find, in nearly all cases, that he would have better spent his money for newspaper space. When an advertiser drifts away from the newspapers, and from circulars and booklets entirely devoted to his own business, he is likely to make an unprofitable investment. If a man wants to be absolutely certain that he is on the right track he had better stick to the best daily papers. If there is no daily paper that he can use, take the best weekly paper. I don't believe, however, that a daily paper of less than five hundred circulation or any weekly paper of less than one thousand circulation is likely to be productive of returns in proportion to the cost—there are exceptions of course.

The Bloomington, Ill., *Pantagraph* is one of the best local papers in the

United States. It has every appearance of being conducted on business principles, and gives particular attention to advertising, both for itself and for its customers. The following matter came to me printed very handsomely on a four-page circular. All of the

\$843.32.

Eight hundred
forty-three
dollars
thirty-two
cents.

This is the average weekly pay roll for the past six months, paid to our employees in cold cash, for labor alone. They live here and spend their money here with the merchants and people of this city.

They are employed in printing, book making, binding, etc., which costs you no more here than if you had it done elsewhere. Our reputation for excellent work is undisputed.

A small job has the same care given it that a large one has, as it goes through the different departments of our establishment.

We are prepared to supply everything used in an office—blank books, pencils, pens, ink, and office stationery of all kinds.

This is intended to remind you that we are purely a Bloomington institution, and merit your support. Don't forget the amount of money which we put in circulation weekly and yearly, some of which, in the course of business, must come to you.

Pantagraph Printing and Stationery Co.

matter was on the first page, leaving the other three blank. I suppose there is nothing particularly startling about it, and of course the idea isn't a new one, but that doesn't prevent it being good. Perhaps some other printing concern can make use of the same argument.

406 Washington St., BOSTON, Mass., }
Sept. 4, 1895. }

Mr. Charles Austin Bates, New York:

DEAR SIR—My attention has been called to a copy of PRINTERS' INK for August 28, and more especially to the comment which you make on my advertising on page 53 of that issue. I am very pleased to note that the humble efforts of an amateur have made a favorable impression upon one of so much ability as a writer of advertisements as yourself. If you have read my ads you have noticed that I am a thorough convert to the

value of advertising. I cannot say that the method of advertising which I pursue is the best possible for me. I was a pioneer in the business of druggists' fittings as a specialty in this country, and as such I have always tried to impress upon the druggist the importance of the movement. I have built up a large business. I cannot say that it is due to the value of my advertising more than to the quality of the work which I have sent out. I am a great believer in quality, not only in advertising, but in manufactured work as well, not pretending that I reach a high quality in my advertising, but I certainly try hard to do so in the character of work produced at my factory. As I have already stated, I have built up for myself a large business and have brought into the field at least a hundred competitors who are attempting to pursue the same business with more or less success. I have believed my advertising helped not only to build up my own trade, but was also—from the nature of it—in a measure a benefit to my competitors. I hope you have not found my advertising entirely barren of ideas. I certainly find in PRINTERS' INK many suggestions, and would be pleased to have you send me a copy of August 28 issue.

Very truly yours, C. H. BANGS.

Mr. Bangs says one thing that I suppose every advertising solicitor has heard a thousand times. I know when I was soliciting advertising I used to run up against three or four men every day who told me that they advertised through the quality of their goods. That was the best kind of advertising they could do, and the only kind that was worth anything. Mr. Bangs doesn't go so far as to say that, but his remarks show that he has been thinking in somewhat the same line.

Of course, this idea is all right. The best advertising that a man can possibly do is to turn out good work. All the rest of the advertising in the world isn't of much use if this first principle of advertising isn't adhered to.

Swindles sometimes succeed, but it isn't generally so.

Permanent success is sure to be built on merit.

The man who makes inferior goods has to keep on finding new customers for them. You can't build a business that way. If the goods are not right they ought not to be advertised.

Advertising won't work miracles. It won't make a dark store light, nor half-cotton goods all wool. It won't make delivery prompt, and it won't make clerks courteous. All these things have to come first.

Advertising is simply and solely telling people where the right goods and the right services can be found.

Poor goods will not stand good advertising, because good advertising is truth telling.

Advertising is a means of communication. It is history, or news, or both. It doesn't change the goods, or the store it advertises in the slightest degree.

The best that advertising can do is to represent the goods or the store in a perfectly just and vivid way.

As good a definition of advertising as I ever saw was in one of Mr. J. E. Powers' advertisements. He said: "Good salesmanship is agreeable, adequate representation of goods in the presence of both goods and customer. Good advertising is the same thing in the absence of goods and customer."

If advertising really tells about the goods or store so that people understand and appreciate, that is all that it can do. If the store is right and the goods are right, that is all that it is necessary to do. That kind of advertising will sell any goods that ought to be sold.

It is simply a question of reaching the people with definite, adequate knowledge. Advertising is profitable, or not, in the degree to which this is accomplished.

If you meet a man on the street and tell him what you have in your store, so that he understands just what it is, and why it is good, that is good advertising.

If you put the same talk into a newspaper, and it reaches ten thousand people, and conveys the same ideas and impressions to them, that is good advertising. If a sufficient proportion of these people need or desire the goods you have to sell, it will be profitable advertising.

It is possible for advertising to create a demand. Generally the demand exists before the advertising. Generally, advertising merely tells where the demand can be supplied.

Advertising that creates a demand, merely tells people of some want that they didn't know they had. It makes them wonder how they ever possibly got along without that particular thing. It tells what the thing is, and its uses and advantages.

The more perfectly the advertising reflects the goods and the spirit of the advertiser, the better advertising it is. If it misrepresents by reason of either inadequacy or exaggeration, it is bad advertising. If it doesn't show the goods as good as they are, it is bad. If it shows them better than they are, it is perhaps even worse.

RETAIL ADVERTISING.

Office of
THE REYNOLDS & FULLER CO.,
Undertakers and Furniture Dealers,
315 Main Street.
DANBURY, CONN., Sept. 6, 1895.
Mr. Chas. Austin Bates, Printers' Ink, New York:

DEAR SIR—We believe in advertising and show our "faith by our works" by using the best space in Danbury *News* (local page). Inclosed find sample ad that we would like very much to have you criticise. PRINTERS' INK and *Brains* have done us lots of good, but we are anxious to learn.

Yours, etc.,
THE REYNOLDS & FULLER CO.

EVERYBODY
KNOWS

what the young man's fancy turns to in the spring; but the poet has neglected to inform us what he cogitates about in the fall. We guess furniture. Young man, we're your friends. You have our best wishes and you can have our furniture for a small consideration. The Reynolds & Fuller Co., 315 Main street.

The Reynolds & Fuller Co.,
UNDERTAKERS.

NIGHT CALLS—

From Store, 315 Main St.
M. P. Reynolds, 13 Downs, corner
Smith St.
G. H. Fuller, 4 Tower Place.

The first thing that strikes me about this ad is that it would have been better to make two sections of it, advertising furniture in one ad and undertaking in the other. It might, perhaps, be even better to make the ad advertise furniture one day and advertise the other business on another day. I imagine that most people don't care to read undertakers' ads, and that the fact that this business is made prominent would keep a great many from finding out about the furniture part of the ad. I don't really see how an undertaker can do very much more than to publish his name and address. He cannot very well go into particulars nor quote prices. The less he says the better. The Reynolds & Fuller Co. ought to use this three-inch double space of theirs for furniture, and take two inches single or two inches double in some other part of the paper for a mere card, announcing their undertaking business.

Somebody wrote me recently and quarreled with me because, he said, I hadn't given any attention to the coal business in this department. It isn't

so. There have been quite a number of good coal ads reproduced—two or three of them by Mr. Miller, of Salt Lake City, from whom comes this exceedingly good circular. It is printed on four pages, with the title on the first page: "Telling You How and Why." I reproduce the two inside pages:

HOW.

When we sell you a ton of coal, the order slip is placed in the hands of one of our yard men. He selects a team, goes to the car, and with the aid of the teamster screens and loads the coal. At the scales the coal is carefully weighed, and inspected by a member of the firm, to see that it has been properly selected, loaded and screened. The teamster then makes a bee line for your coal bin. All this is done in less time than you would think possible.

WHY.

Why all this care, this effort? The answer is simple. It pays. You may not know how we accomplish it, but the result is there—you can appreciate that. You will find sufficient reason in the result to bring you back to us again when your coal bin is empty—and again and again. It is permanent trade that is valuable to us.

That's why it pays. That's why we do it.

MILLER 38 W. Second South Street.
&
MILLER PHONE 88.
"COAL THAT SUITS."

* *

KNOXVILLE, Aug. 24, 1895.

Charles Austin Bates, Esq., Vanderbilt Building, New York:

DEAR SIR—I take much interest in reading what you have to say in the columns of PRINTERS' INK for the education of advertisers generally, although it's seldom I find anything directed to insurance. I inclose clipping from a local newspaper calling attention to a plan for advertising any local agency, upon which I desire you to make comments. Do you think such enterprise will reward us sufficiently with "publicity" (for that is, after all, about all we expect out of advertising) to justify the cost? We advertise in newspapers, using daily and weekly, and also in other ways.

Will greatly appreciate your opinion, as we have observed that some marked attention has been given, although just begun by us this week. Very truly, E. P. KING & Co.

PICTURE OF THE CHICAGO FIRE.

The greatest fire of modern times, the fire of Chicago, in 1871, as painted by an artist, can be seen in the front window of the insurance office of E. P. King & Co., 323 West Clinch.

Many who look at it wonder how anything escaped its devastating force. Mr. King says that he is making arrangements to exhibit, from time to time, paintings of noted fires, and thus remind the people of the wisdom of insurance.

This seems to be a good idea. It affords a striking object lesson.

Some place from the back part of my head comes the idea that I have heard that a number of fire insurance companies were made bankrupt by the Chicago fire, and that many claims were repudiated at that time. If this is true, the Chicago fire isn't an entirely good thing to remind people of to induce them to buy fire insurance. Perhaps it could be utilized to show them the imperative importance of selecting only the strongest companies. In that way it may be all right.

Mr. King asks: "Do you think such enterprise will reward us sufficiently with publicity, for that is, after all, about all we expect of advertising?"

Publicity is advertising, but advertising is more than publicity. A man may gain publicity for himself as connected with a certain line of business, and still have that business very inadequately advertised.

The mere publication of a name, business and address may constitute publicity.

Publicity becomes advertising when it tells people the facts and advantages about a business with the avowed purpose of inducing them to patronize it.

A great many business men seem to think that the expression, "Keep your name before the people," tells all there is to tell about advertising. Now, I suppose there are some things that are further from the truth than that, but I don't just remember what they are.

A man might spend money for keeping his name before the people, and keep on doing it, year after year, without receiving profitable returns. The chances are that he will pay out more for this kind of advertising than the advertising will bring him in profits. He would do better to save the money and depend on acquaintance, friendship and other sorts of advertising.

This same object of keeping your name before the people can be accomplished just as well with an advertisement that really makes an effort to sell goods, and that really tells something about the business.

I don't believe very much in indirect advertising. Once in a great while somebody makes a "strike" by doing it, but I believe that nine out of ten of these efforts are not profitable. This is more particularly true of a small business than of a large one.

A scheme of this kind which has recently been successfully worked is that of the importation of a horseless carriage by Mr. Gillam, of Hilton, Hughes & Co. The carriage cost a lot of money, but it made a sensation. It was the first horseless carriage ever brought to this country—the first one ever seen on the streets of New York. It was more than an advertising novelty. It was the introduction of a really useful and practical invention. This secured for the idea thousands of dollars' worth of unpurchasable advertising in the best newspapers.

That sort of enterprise is good, but it is only good occasionally, and then in cases where the cost is very small in comparison with the total advertising expenditure.

Suppose it cost twenty-five hundred dollars to get the horseless carriage onto the streets. It isn't at all hard to spend that much money in one day's advertising in New York.

Take two full columns of the *Herald* for instance. Something like six hundred lines, at a minimum cost of perhaps two hundred and fifty dollars. With extra charges for display, the space might be made to cost twice as much. Two columns isn't a large space, and the *Herald* is only one paper out of ten or fifteen.

The free reading notices given to the horseless carriage would undoubtedly occupy several times as much space as twenty-five hundred dollars would pay for. A scheme of less magnitude or less merit wouldn't get any reading notices at all, and would consequently be a fizzle nine times in ten. If you add to the expense of the scheme the expense of paying for your own reading notices, it makes as unprofitable a bit of advertising as you can well get into.

Schemes are good when they are good but nine hundred and ninety-nine out of a thousand are not good, and the thousandth one should be looked at very critically. It is a safe and comfortable plan to let them all alone and to stick to methods of advertising which carry the story direct to possible buyers.

Advertising is a great deal like the game of poker. The man who works schemes for the purpose of getting a lot of publicity for a comparatively small cost is very much like the "bluffer" in a poker game. The "bluffer" and the man who "plays

things high" will win a great deal when he wins, but I have noticed that the "close" player generally cashes in the greatest number of chips, and, when he loses, doesn't lose very much. Originality and novelty are good things in their way, but good, common, hard horse sense is better.

READY-MADE ADS.

I do not write these ready-made ads. They are taken wherever they are found, and credit is given to the author when he is known. Contributions of bright ads are solicited. The name and address of the writer will be printed, if he wishes it to be. C. A. B.]

For Furniture.

"I AGREE,"

that is all we expect you to say. Live up to that—and there is no limit to your credit with us. Don't hesitate to come to us for what Furniture—Carpets—Mattings—Draperies—Baby Carriages—Refrigerators—you want, and our

'EQUITABLE CREDIT SYSTEM'

Will arrange the payments to suit you. Let us know what amount each week or month will be convenient—and that's all there is to it.

You'll never hear a word from us about notes—or interest—we're not brokers—we're house furnishers.

For Bicycles—(By Wood, Brightman & Co.).

Findycycle Bicycles

are the strongest and stiffest light wheels on the market. They are well made, of the best material throughout, push easily, wear well and are better finished than most others.

Bring your old wheel and trade it for a

For a Picture Store—(By A. L. H. Allen).

For Your Home.

We have nice pictures framed and unframed that will make those barren spaces on the walls replete with life and beauty. Gilding, regilding and framing a specialty. Hundreds of styles of moldings to select from.

For a Carpet Store—(By B. H. Waite).

YOU'LL BE

BUYING A CARPET

Soon and paying the new price. We will save you dollars if you'll buy it immediately. Our stock is in first-rate condition, and yet we've a few cut pieces we will close out cheap. Suppose you

INVESTIGATE THIS RIGHT AWAY.

For a Laundry—(By H. Walker).

You Haven't Any Idea

what a comfort it is to have a wagon call for and deliver your wash promptly on the day promised, thus relieving you of carrying your own bundles and worrying as to when your clean clothes will be done. Drop a postal and our wagons will call.

For a Carpet Store—(By J. H. Pray).

BRUSSELS CARPETS.

Our Spring stock is particularly strong in Brussels of self-colored designs, or two or three tones of colorings, with border to match. The same may be said of our assortment of Wiltons, for that matter.

Our line of these goods is unquestionably larger than that of any other Boston or New England dealer—very likely on a par with any house in New York.

We have for years made a specialty of Exclusive Styles, which are owned by us, and cannot be obtained elsewhere.

The present tariff (which only went into full effect Jan. 1) has combined with other causes to greatly lower the prices of all carpets, whether foreign or domestic.

For a Carpet Store—(By B. H. Waite).

They're Coming Every Day.

We'll soon have a massive stock of New Fall Carpetings to show you. Already we have enough to confuse you. Now is a good time to buy, because there are some good last season's stuff we'll close out cheap. We'll help you save two or three dollars on a carpet easily for a few days at —

For a Shirt Maker.

SHIRT CUTTING BY EXPERTS.

Whether a shirt fits or not depends upon the cutting of the muslin. If the cutters know their business the shape is bound to be right. Our cutter has the proper shirt knowledge. He knows how to cut shirts—\$1.50 for a sample shirt—6 for \$9.

For a Jewelry Store—(By H. S. Francis).

STERLING SILVER NOVELTIES

make very acceptable birthday presents and souvenirs. We have a very large collection of the newest things in this line.

WEDDING GIFTS

Are easy to select from the large stock of solid silverware which we carry, ranging from the modest and inexpensive article to the handsomest and most expensive. We can suit every one's purse.

Do You Want

To Reach the
Citizens of

MILWAUKEE,

And also the thousands of
strangers who arrive and
depart daily?

Put Your Card in the

Street
Cars

They are
Controlled by

Carleton & Kissam

MATTHEWS BUILDING,
Third and Grand Avenues,
MILWAUKEE.

■■■■■■■■■■

BOSTON. NEW YORK. CHICAGO. ETC., ETC.

Outside Privileges



....WE CONTROL:

Flag and Sign privileges on
the cars in Pittsburg.

Flag privileges at Mechanicville,
Utica and Niagara Falls, N.Y.

Four Signs on Rochester cars
and two on Sing Sing cars.

Also Flags at Aurora and Spring-
field, Ills.



Carleton & Kissam

50 Bromfield Street, Boston.

253 Broadway, cor. Murray St., New York.

THREE GREAT CHARACTERISTICS:
ENTERPRISING,
PATRIOTIC,
RELIABLE.

...The...

Baltimore American

Baltimore, Maryland.

Unsurpassed as an Advertising Medium, and among
 one of the oldest Papers in America,
 being founded in 1773.

It possesses the cardinal features that make it profitable to advertisers, honesty, purity of tone, circulation, and the confidence of its readers; these are the characteristics that give a newspaper that quality that shrewd advertisers seek. "THE AMERICAN" is such a paper. Its circulation is good and increasing rapidly, and advertisers will find it a paying medium.

Circulation:

Sunday, - -	100,000
Daily, - - -	40,000
Twice-a-week, -	45,000

A. FRANK RICHARDSON,

Tribune Building,
 New York.

Chamber of Commerce,
 Chicago.

More Circulation And Less Than Half Their Rate.

The circulation of the Washington EVENING STAR is more than that of the three other Washington dailies combined, and yet its rate is less than half of that of the three papers added together.

THE STAR

covers the city of Washington completely. It goes to 82½ per cent of all the occupied houses. It charges but 7½ cents per line for 10,000 lines to be used within one year.

L. R. Hamersly,
New York Representative,
49 Potter Building.

100 Per Cent Saved.

OFFICE OF THE WICHITA EAGLE,
WICHITA, KAN., Sept. 3, 1895.

PRINTERS INK JONSON, New York :

Dear Sir—Please send me 100 pounds of your best book ink in 50-pound kegs, at 20 cents a pound, less 10 per cent for the 100-pound order, and a 10-pound can of your Special Cut Ink for half-tone work. Inclosed find check for \$23.00.

We are exceedingly glad to send the check, knowing we are saving 100 per cent on the purchase price, and at the same time receiving a uniform quality of ink.

Very respectfully,

"WICHITA EAGLE."

This paper is called "Princess of the Plains" and is conceded to be one of the best newspapers in the great Southwest. They are large consumers and judging from the size of their orders they must use my inks exclusively. They seem to be well satisfied.

Send for my price list.

Address,

PRINTERS INK JONSON,

8 SPRUCE STREET, - - - NEW YORK.

Printers' ... Ink Cut.

OFFICE OF THE GIBSON COURIER,
GIBSON CITY, ILL., Sept. 12, 1895.

PRINTERS INK JONSON, New York:

Dear Sir—Please send us by fast freight 20 pounds of Printers' Ink Cut, such as you use on PRINTERS' INK.

We are now using your 20-cent book ink and find it admirable for cut and letter press work on calendered paper. From the appearance of "Printers' Ink," however, your Printers' Ink Cut at 25 cents a pound is fully worth the five (5) cents extra that you charge for it.

Yours truly,

E. LOWRY, Publisher.

This Ink costs twenty-five cents a pound, whether you buy one pound or one hundred pounds. I put it up in any size cans the customer desires. It is specially adapted for half-tone work on calendered paper, and works as clean at the end of a long run as it does at the beginning. There is no better ink on the market for general book work, even if you pay one dollar a pound.

Send for a sample can.

Address,

PRINTERS INK JONSON,

8 SPRUCE STREET,

-

-

-

NEW YORK.

Honest Money

Is wanted by every advertiser,
whether it be gold or silver, and
it can be secured at the ratio of

16 to 1

By placing your advertisement
where it will be read by readers
whose trade is worth having. Such
readers can be reached through
the columns of the

National Watchman

Whose circulation is guaranteed
and will furnish proof of 20,000
each week. Let us furnish you
estimates.



NATIONAL WATCHMAN,

Washington, D. C.

"Completely covers Southwest Texas and Mexico."

San Antonio Express ...

ONLY
MORNING
PAPER
IN THE
CITY



Controlling a rich and extensive field. Embracing a territory larger than the State of New York.

.... Circulation

Daily	-	-	-	9,500
Sunday	-	-	-	10,500
Semi-Weekly	-	-	-	11,000

It is impossible to cover Texas without the San Antonio Express. IT IS THE ONLY PAPER west of the Colorado River or south to the City of Mexico TAKING DISPATCHES, and the one and only morning paper within said territory printed in *any* language.

Express Publishing Company,
San Antonio, Texas.

.....

S. C. BECKWITH, Sole Agent Foreign Advertising,

469 The Rookery, Chicago.

48 Tribune Building, New York.

IN THE

GREAT NORTHWEST

The Cities of . . .

St. Paul

Minneapolis

Duluth and

West Superior

are all examples of American enterprise.

All of them have fine

ELECTRIC STREET RAILWAY SYSTEMS

and the advertising is

controlled by

Carleton & Kissam

460 Temple Court, Minneapolis.

BOSTON, NEW YORK, CHICAGO, NEW ORLEANS, Etc.

Street Car Advertising.

*No Advertising in the World
is so good. . . .*

*No Advertising in the World
is so cheap. . . .*

*When You Get It
Placed Right.*

.....

Carleton & Kissam

"Are the Doctors."

*50 Bromfield Street,
Boston.*

*Postal Telegraph Bldg.,
New York.*

4 FACTS

1st ST. LOUIS has a population of nearly 600,000.

2^d THE ST. LOUIS CHRONICLE guarantees a daily circulation of over 110,000.

3^d It's circulation and population that pays the advertiser.

4th THE ST. LOUIS CHRONICLE offers both at a rate that makes it the cheapest and best advertising value in the United States.



For particulars write

E. T. PERRY,

Mgr. Foreign Ad. Dept.,

63 Tribune Bldg., 66 Hartford Bldg.,
NEW YORK. CHICAGO.